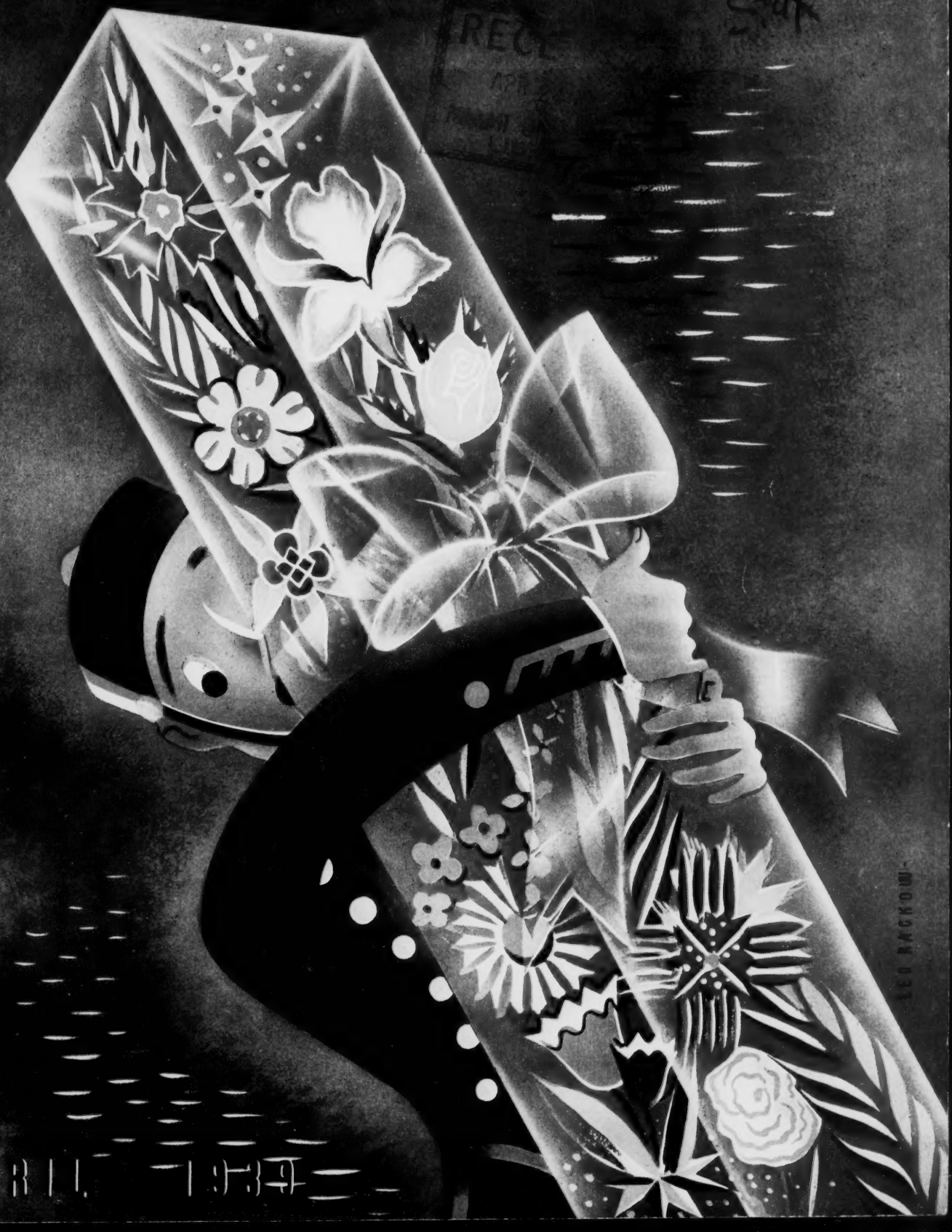
MODERN PACKAGING

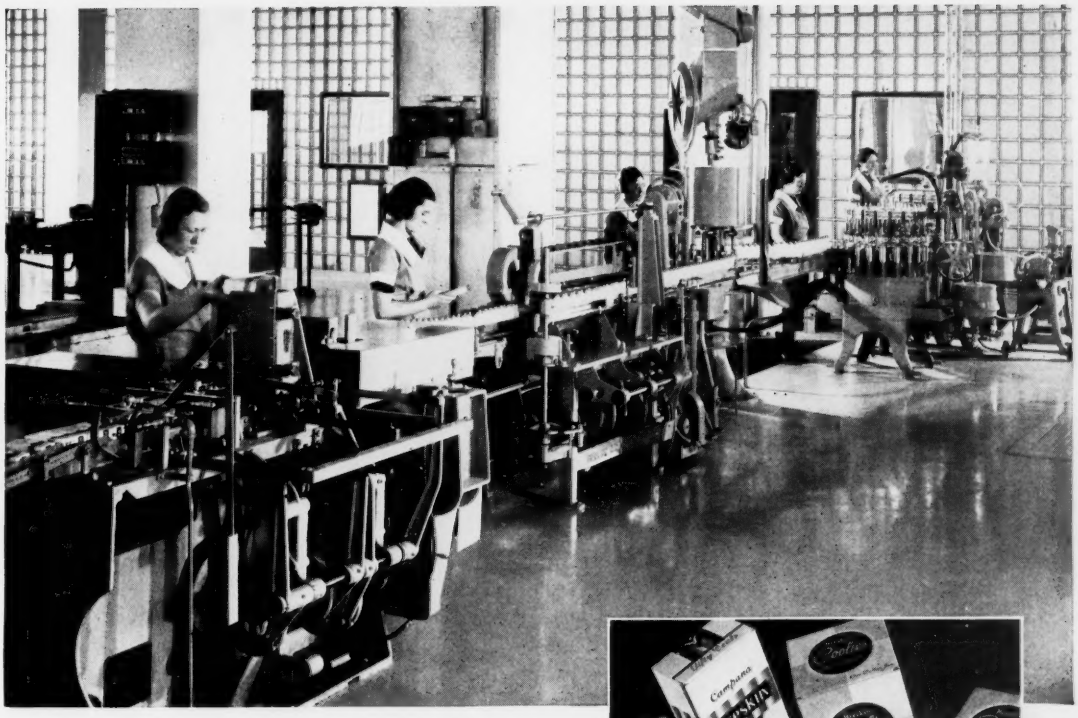


APRIL 1937



"If you studied all cans as I have you'd know cans are *not* all alike. Moreover, when we buy from American Can we can *depend* on getting deliveries, and *when* we need them. We won't need to worry about *quality*. Their engineers and research men know can-making; what's best for each of our items. And they know lithography. They study our *needs*—and ways their containers can help us become more successful. It's a load off *our* minds to buy from them . . . and their price and service and helpfulness make it *profitable* for us."

CANCO AMERICAN CAN COMPANY, 230 PARK AVENUE, NEW YORK, N. Y.





All-America Award:

Representing the greatest advancement made in *planning for packaging production* during 1938, the Campana Corporation, Batavia, Ill., was singled out by the judges of the All-America Competition for first award in the Machinery and Equipment classification. Products of this organization are Italian Balm, Dreskin and Coolies . . . all sealed with Phoenix Metal Caps. Illustration shows one of their automatic lines for the packaging of Italian Balm. *Rear to front:* Kiefer Blower and Bottle Cleaner, Kiefer Rotary Filler, CaPeM Capping Machine where Phoenix Metal Caps are applied, Pneumatic Scale Labeler and Redington Cartoner. Phoenix Metal Caps, because of their engineered design and uniformity of manufacture, are particularly adapted to automatic production. As an additional award, the gift container for Italian Balm, Campana's most recent package, was accorded honorable mention in the same competition. This attractive fluted container, produced by Hazel-Atlas Glass Co., is sealed with a Phoenix C T Cap and Slip Cover, lithographed.

PHOENIX METAL CAP CO. *Plants:* 2444 West Sixteenth Street, Chicago; 3720 Fourteenth Avenue, Brooklyn

MODERN PACKAGING

APRIL 1939 • VOLUME 12 • NUMBER 8

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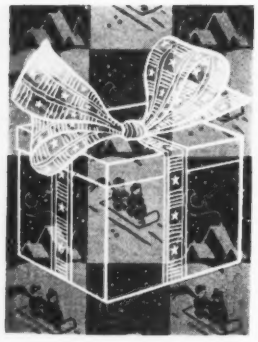
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NEXT MONTH

In the spring the packager's fancy turns, if he's farsighted, to thoughts of Christmas. But over two months ago, Modern Packaging turned the thoughts of more than a score of designers to this very subject. In the May issue, therefore, you will find the second edition of the Christmas Showcase, a comprehensive, pictorial presentation of new ideas for holiday packages developed especially for Modern Packaging and its readers—ideas which may readily be translated into terms of your own problems and perhaps in the solution of these problems.

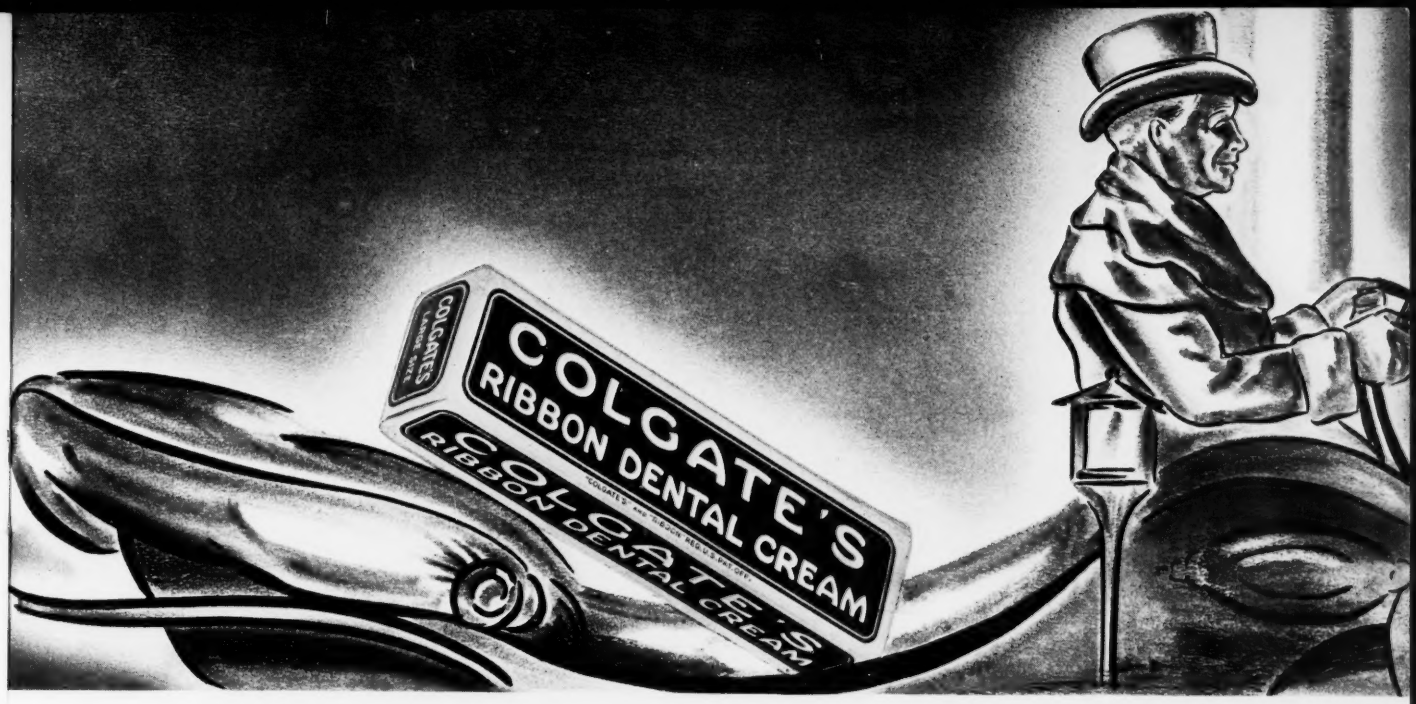
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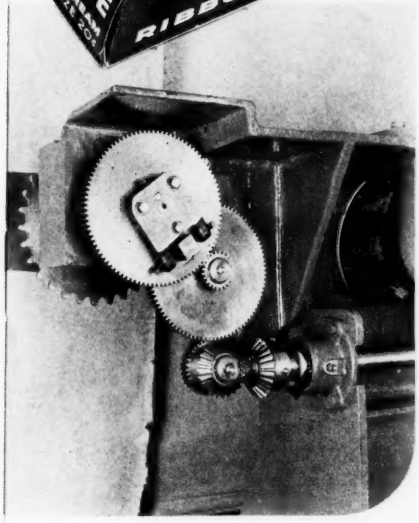
(The old carton—above
The new carton—below)



Modernization

HAS ALWAYS BEEN COLGATE'S CREED EVER SINCE

"HORSE and BUGGY DAYS"



From the very beginning way back in the "horse-and-buggy" days of *1806*, the Colgate-Palmolive-Peet Company has believed in using the most modern methods currently known. The modernization of the design for their carton of Dental Cream is typical (the *old* style is shown in the carriage above—the *new* one at the left.)

Typical, too, are their cartoning methods. As new and better ways are developed, Colgate discards obsolete machinery. For instance, a Redington Continuous Loading Cartoning Machine has been installed because it can do the work of the *two* old machines formerly used by Colgate . . . only *half* the operators are needed—*half* the floor space.

Colgate's "Modernization" policy is Redington's, too. Each year finds new "*hidden*" mechanical and engineering improvements in Redington Packaging Machines. For example, *shown at the left* (1) the main shaft rotating in self-aligning roller bearings (2) the bevel and spur gear drive for the carton conveyor (3) the *adjustable* driving lug which makes it a simple matter to line up the conveyors.

Those "little" but important things make for 100% efficiency and economy of operation . . . add up to some mighty *big* reasons why it pays to choose Redington Packaging Machines. Ask us to tell you more about what they can *do for you.*

F. B. REDINGTON CO. (EST. 1897) 110-112 S. SANGAMON ST., CHICAGO, ILL.

REDINGTON
Packaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING



• No, the lady is not playing an April Fool joke on her grocer, she is merely ordering a year's supply of food for her family of five. That's what we Americans eat a year.... 2150 lbs. apiece.

• A great deal of this order will come to her wrapped in a KVP paper, for it is doubtful if there is a home in America into which a KVP-wrapped product does not frequently appear.

• We are specialists in... and the world's largest makers of..., food protection papers.

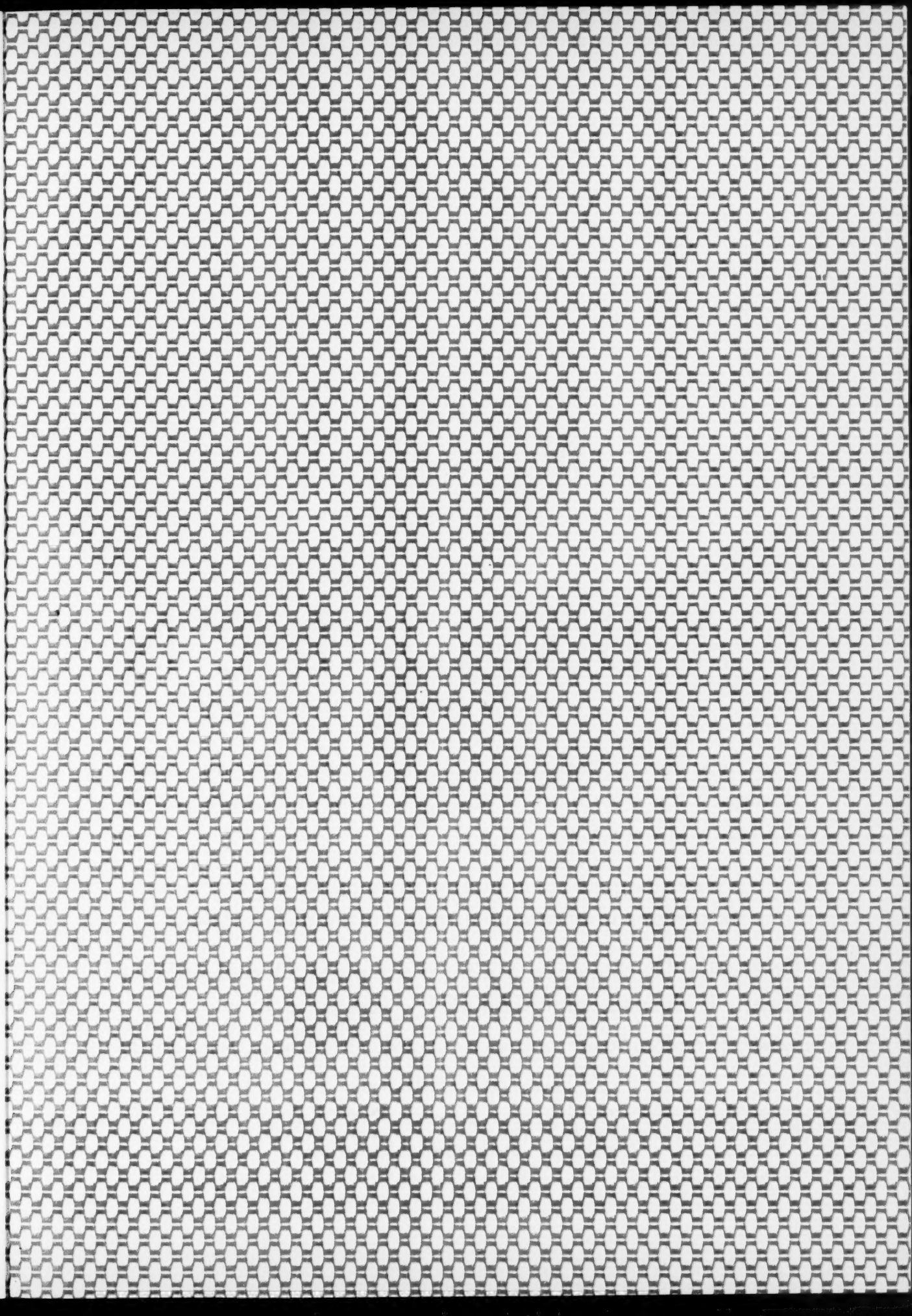
Have you a packaging problem?
Probably we can be of help.

KVP

FOOD PROTECTION PAPERS

KALAMAZOO VEGETABLE PARCHMENT COMPANY

PARCHMENT · KALAMAZOO · MICHIGAN



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61 - MAROON

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A new sample book is just being completed, showing six designs in a complete range of modern shades.

Don't miss this chance to ask for a sample book and working sheets, if desired, of FABRIKEEN - Just write to -

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SALES REPRESENTATIVES

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Philadelphia, Pa. — 412 Bourse B'ld'g.
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San Francisco, Calif. — 420 Market St.
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Fred'k. Johnson & Co., Limited — 234, Upper Thames Street — London, E. C. 4, England
Hamson & Leonard — 101 York Street — Sydney, Australia



Colors APPLIED TO ENDURE

SPIRIT PAINTINGS

Exquisitely colored "Spirit Paintings," over 150 years old, still appear on the faces of cliffs in Southern California. Although more than a century has passed, they still retain their vivid, original coloring. Perpetual evidence of the remarkable skill of tribal medicine men who deftly applied their secret of undying color on everlasting rock . . . truly "colors applied to endure."



It's not a far cry from the spirit paintings of old to the modern A.C.M. method of applying color to A.C.M. cartons. A.C.M. has its "medicine men," too . . . highly skilled technicians with many years of training and experience in applying colors that endure. But, for sparkling, long-lasting brilliance, *the background to which modern inks are applied* is also of tremendous importance. For, if the background fades, if it is rough, if it is not pure white, the best of inks can not do themselves justice. That's why so many of the biggest drug merchandisers insist upon A.C.M. CLAY COATED. They know their cartons can always be depended upon to remain clean, bright, colorful and rigid. If you haven't recently examined A.C.M. Clay Coated, do so now. Better still, let us proof your cartons on this finest of all carton boards.

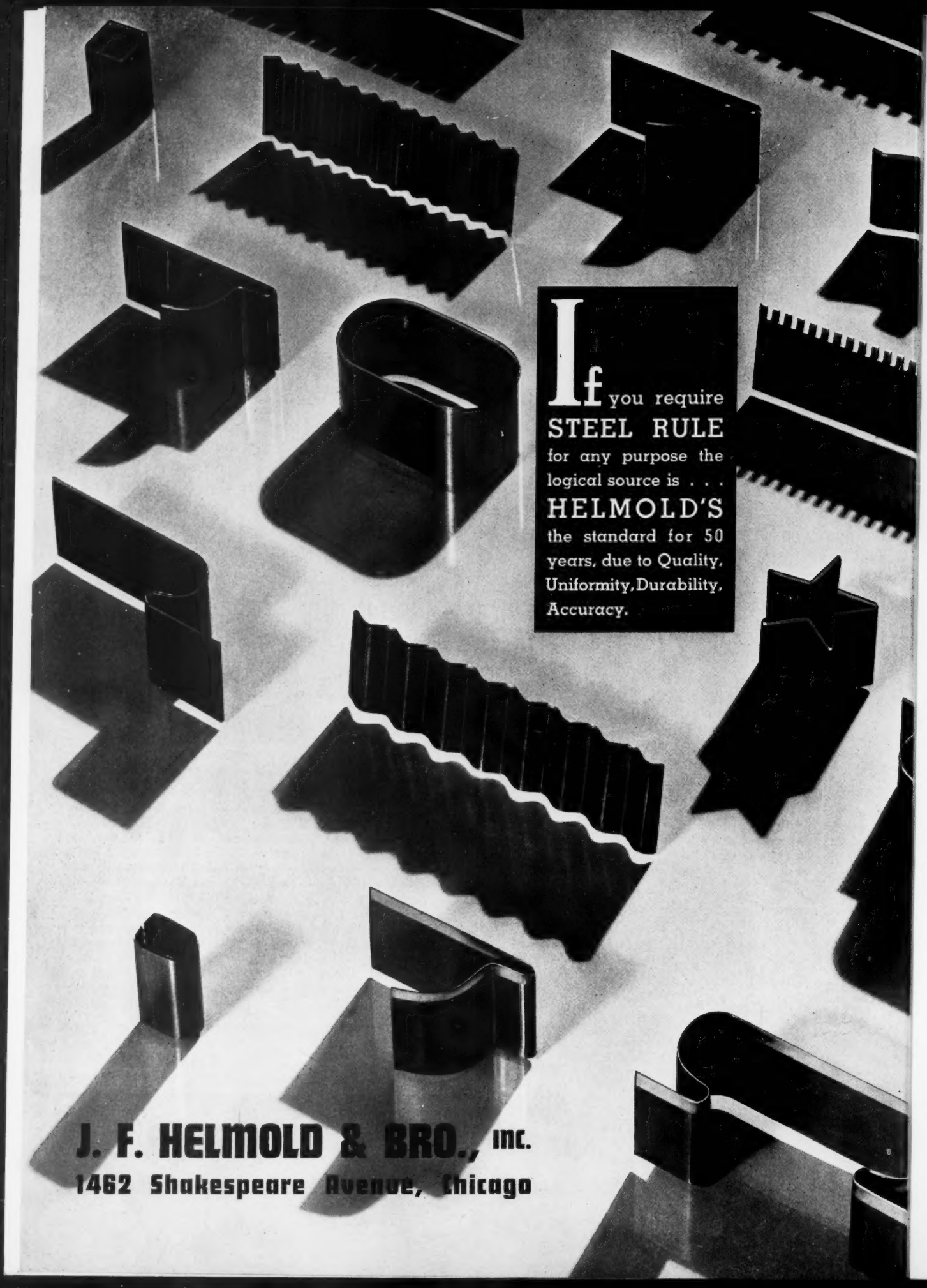
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for any purpose the logical source is . . .
HELMOLD'S
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..Can-Making

They're finding NEW ways of PACKAGING merchandise! They're building up greater Sales Power for products . . . new and old! ★ "NATIONAL" ideas of Container design and decoration rate leadership *wherever* PACKAGING goes into competition.

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to HELP YOU!

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Sales Offices and Plants • NEW YORK CITY • BALTIMORE • MASPETH N.Y. • CHICAGO • BOSTON • DETROIT • HAMILTON OHIO



There are definite reasons why the Anchor Hocking line of P & P ware occupies a prominent place in the drug picture... and why Anchor Hocking will prove an excellent source of supply for you. The complete range of styles and sizes is one... you can find what you want, in the sizes you want. More important than that, however, is the quality of the glassware... the sparkle, the brilliance, the clean color, the strength and toughness, and the uniformity that is built into Anchor Hocking ware. The Narrow Mouth Rounds shown here are typical of our hundreds of styles suitable for all sorts of drugs, pharmaceuticals, and specialties. Tell us what products you pack and your desires in the way of a package and we will recommend suitable containers—*for greater sales.* ANCHOR HOCKING GLASS CORPORATION, Lancaster, Ohio.

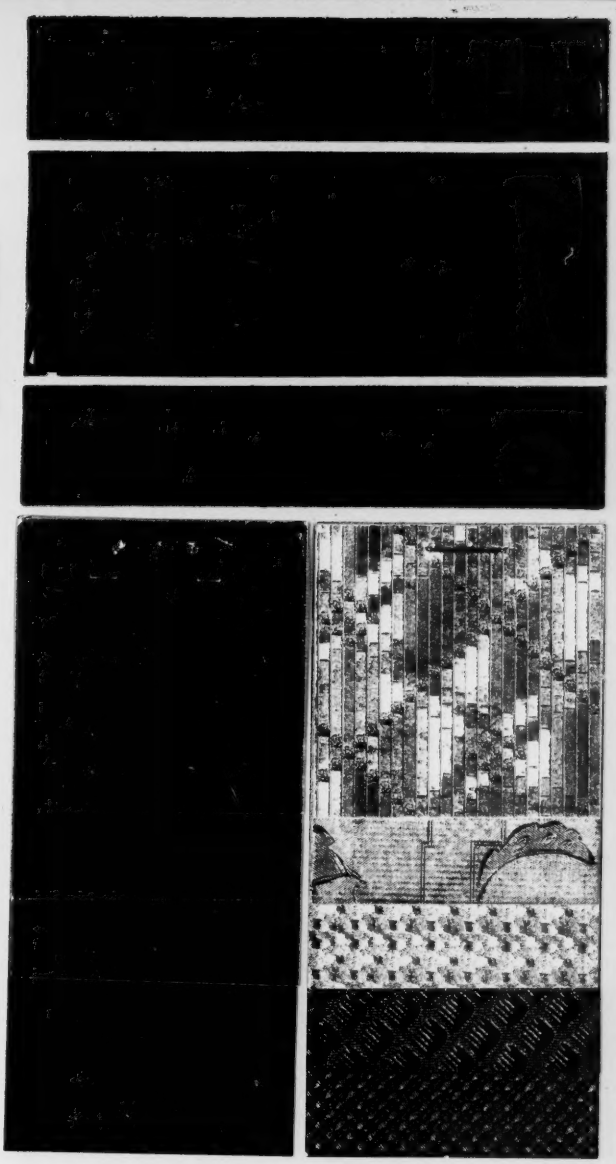
COMPLETE PACKAGES

For best and surest results use Anchor Caps with Anchor Hocking containers. On the bottles above we show Anchor Improved C. T. Caps . . . but of course Anchor makes a wide range of styles for all products and purposes, metal or molded, decorated or plain.

ANCHOR HOCKING GLASS CAPS
-an unbeatable combination

the

MODERN SALES MATERIAL



UNIFOIL is more than a packaging material . . . it is THE modern merchandising medium . . . for packaging, display, and decoration.

BRILLIANT • FADE-PROOF • PROTECTIVE

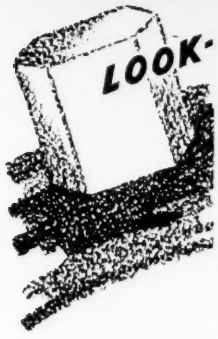
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Houston	Southwestern Paper Co.
Los Angeles	Zellerbach Paper Co.
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New York	American Foil Corp.
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New York	Louis de Jonge
New York	Marquardt & Co.
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Toledo	Central Ohio Paper Co.

REYNOLDS METALS COMPANY

Give *Your* Product a Chance !





REALLY LOOK — at *your* package for a minute. Does it make your product easier to use — like the Cotton Picker does *its* product? Does it reflect quality, distinction and exclusiveness in every line — like the single perfume package? Does it make your product easier to see (and buy)— like the transparent package? And has your package **display value** — like *all* those above?

If not, isn't it time for you to find out what Ritchie can do for you, too? There's no cost or obligation involved. Ritchie's modern, money-saving design and manufacturing facilities are at your service—your very prompt and complete service through nine nation-wide sales offices! Write for all the facts.

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Do Your Christmas Shopping Early

In Next Month's MODERN PACKAGING

The Annual Gift and Holiday Package Number

There is one way to get your Gift and Holiday Package planning off to a flying start . . . and at a time that gives you plenty of opportunity to select smart, appropriate, novel, holiday package materials and ideas.

The May issue of MODERN PACKAGING will bring a complete survey of "what to do for Christmas" . . . novel, unusual ideas by the score . . . brilliant suggestions from leading designers and package manufacturers for "different" effects and striking new combinations of materials.

If you are not at present a subscriber . . . or if your subscription is running out . . . we suggest you send us now the subscription order card you will find bound in another part of this magazine. In this way, you will assure yourself of a full year of new ideas for packaging and display, including profitable solution of your holiday package problems.

MODERN PACKAGING

CHANIN BUILDING, 122 EAST 42nd ST., NEW YORK, N. Y.

USE MODERN PACKAGING TO

1. *Plan* Your Holiday Packages In *May*
2. *Produce* Them This *Summer*—and *You Will Be Free To*
3. *Sell* Them In The *Fall!*

CROWN VPO

VACUUM PRY OFF



- SIMPLICITY
- STYLE
- PERFECT SEALING

A good looking cap . . . yes! But VPO is far more than that. Actually it is a Vacuum-Pry-Off Cap Sealing System comprising a special glass finish and a closure that seals perfectly on both hot and cold packed products.

Note the positive locking lugs in the rim of the VPO Cap. They hold the cap on the locking ring of the container with a spring-like grip. Because of this mechanical lock, VPO Caps seal hermetically without the aid of vacuum as well as being ideally suited to vacuum sealing.

FAST APPLICATION—No other closure can equal VPO in the ease or speed of application. Straight line, continuous capping without the necessity of timing devices or other complex equipment. Speed of application limited only by speed of filling equipment.

EASY REMOVAL—Simply pry off the cap with the back of a can opener blade.

EXCELLENT RECLOSURE—The cap is not destroyed or distorted in removal. It snaps back in place easily and stays there because it locks on.

CROWN CORK AND SEAL COMPANY, BALTIMORE, MD.

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WORLD'S LARGEST MAKERS OF CLOSURES FOR GLASS CONTAINERS

INFORMATIVE LABELS
SELL . . . INFORM . . . EDUCATE



THIS FREE BOOKLET

56 PAGES OF HELPFUL

Information

The "Handbook of Informative Labeling" gives complete data on the physical aspects of **product identification**, with illustrations showing actual and suggested Informative Labels.

Specifically, the booklet covers these subjects:

- —Why informative labeling?
- —Organizations backing the consumer movement
- —Purpose of an informative label
- —Standards, grades, and informative labels
- —Data desired by consumers charted for 24 commodity groups
- —Consider the legal aspects of informative labeling
- —The Federal Food, Drug and Cosmetic Act. What it means to the manufacturer.
- —27 pages illustrating actual samples of outstanding informative labels
- —7 pages illustrating copy and design suggestions for informative labels
- —Suggestions for merchandising informative labels

The most important single moment in the history of a sale comes when the prospect holds the product in her hands . . . examines it with her eyes. The salesperson may be busy elsewhere, she may be tongue-tied or just not interested. No matter what, the informative label has the unique opportunity of closing the sale. The idea that the label is a mere trademark identification has passed. The new idea is that the Informative Label presents the facts upon which the purchase depends. It sells . . . informs . . . educates!

Just how Informative Labels accomplish these jobs, comply with Federal Trade Commission rulings, and meet the demands of consumer movements for definite product information . . . is ably told in this new booklet. You should have a copy now!

A free copy of the "Handbook of Informative Labeling" may be obtained from your label manufacturer. If he cannot furnish it, write directly to us.

A McLAURIN-JONES Product

McLAURIN-JONES COMPANY · BROOKFIELD · MASS

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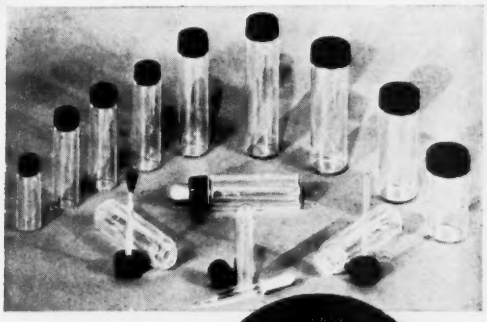
BROOKFIELD, MASSACHUSETTS

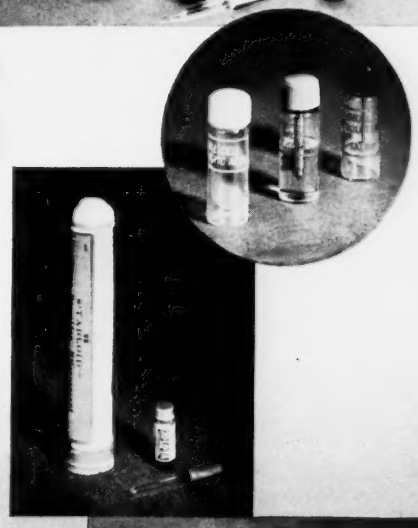
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MAKERS OF McLAURIN-JONES GUARANTEED FLAT GUMMED PAPERS • WARE FOILS • WARE COATED PAPERS



Win them QUICKLY... *through* KIMBLE *glass* VIALS







Today, "eye-appeal means buy appeal" is truer than ever. Packaged or sampled in a KIMBLE GLASS VIAL, your product never need be hidden from the public eye. On dealers' shelves and counters, from coast to coast, these "high visibility" glass vials display your merchandise with individuality and style. The most discriminating shoppers are attracted by the colorful closures and labelling effects made possible by these handy, pocket-size Kimble Glass containers.

If your product is a cosmetic, perfume, chemical, powder, salt, capsule, oil, food product, or dye—if you want it to travel air-tight, moisture-proof and fresh, and for lower "fare"—then consult Kimble FIRST on the best possible GLASS container to do the job successfully!

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KIMBLE GLASS COMPANY • • • • VINELAND, N. J.

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TIME . . . *SEALED* . . .

Time stops (for all practical purposes) when glass packed products have been properly sealed. The bottled contents are protected from deterioration . . . finally used by consumers in that state of perfection which the manufacturer attains after much effort and expense. *As important as the name on the label . . . is the cork closure that seals the bottle.* On containers bearing important labels, the consumer rightly expects to find proper sealing. Mundet Molded Flange Closures are your best investment in security. Their smooth and dependable sealing preserves the perfection of your product . . . builds consumer good will. "Corking Toppers" . . . instantaneous in action . . . Mundet Molded Flange Closures have super-resilient cork, selected by Mundet's own experts in the cork-growing countries. Your phone call or letter brings samples and prices. Ask for them today. Mundet Cork Corporation, Closure Division, 65 S. Eleventh St., Brooklyn, N. Y.

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MOLDED CORKS • MOLDED SCREW CAPS • EMBOSSED WOOD TOP CORKS • CROWNS • PLAIN CORKS

Sefton CAN

DESIGN TO FIT YOUR PRODUCT

Kalor Mfg. Co. formerly packed their Kemi-Kool machineless permanent waving supplies in a key opening tin can...

Now ↘



JUST PULL THE STRING

It's a perfectly sealed Sefton String Opening Fibre Can.



Created for
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St. Louis, Mo.

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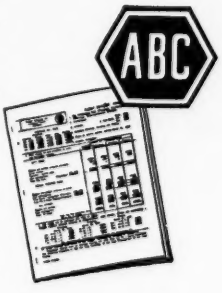
The A.B.C. of Circulation:
How much? Where? How Secured?

TO knowing advertisers, an A.B.C. paper means a publication whose advertising value can be authentically gauged through audited circulation reports . . . complete, concise A.B.C. reports.

Issued at regular intervals by auditors controlled and paid by the Audit Bureau of Circulations, A.B.C. reports reveal and analyze NET PAID CIRCULATION—the true measure of advertising value.

A.B.C. reports answer the three vital circulation questions: how much is there? Where is it? How was it secured?

Before you buy space in this or any other publication, do two things. Make sure the publication is an A.B.C. member. (Space bought in a publication not a member of A.B.C. is at best a speculation.) Then, study the A.B.C. report. See how the extent and nature of the circulation meet your requirements. Now, you can buy—knowing that you are making a sound advertising investment.



We will be glad to send you a copy of our latest A.B.C. report. It gives you the facts about the circulation you buy in this paper.

MODERN PACKAGING

Chanin Building, 122 E. 42nd St. NEW YORK, N.Y.

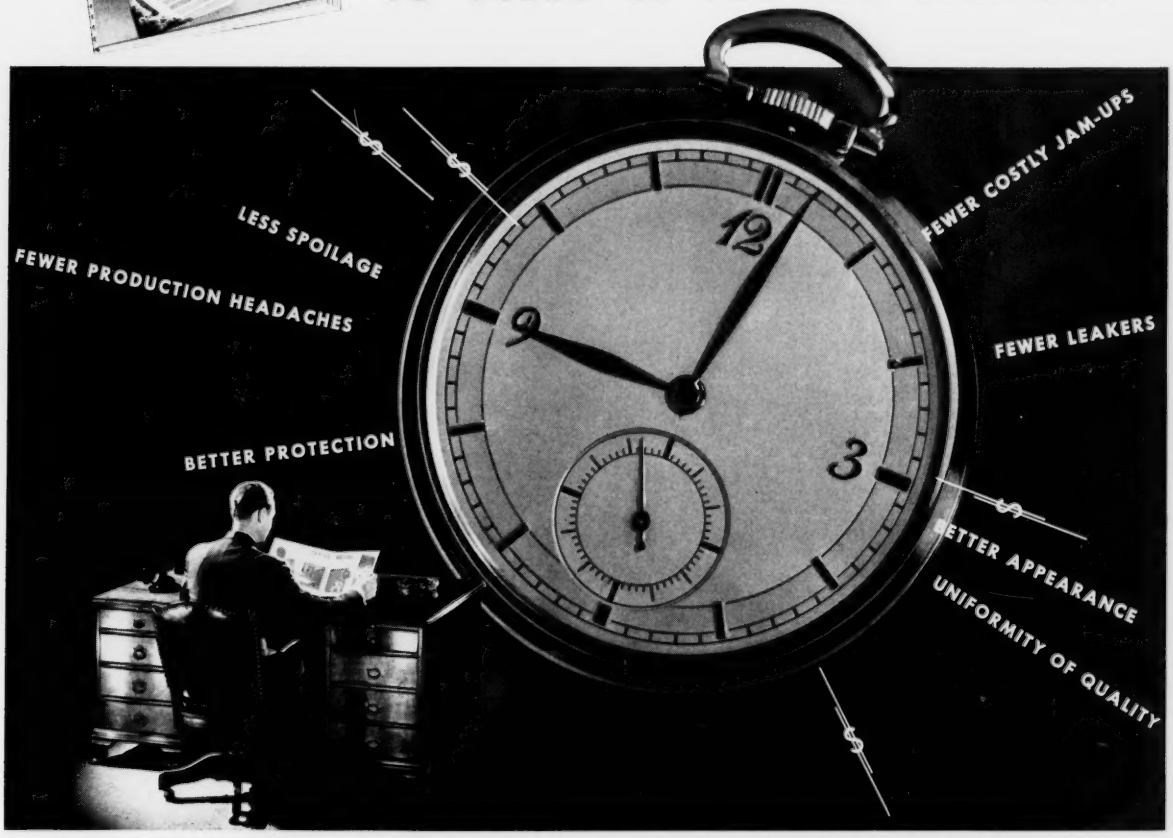
An A. B. C. Publication

A.B.C. = Audit Bureau of Circulations = FACTS as a yardstick of advertising value

How many dollars a minute is this book worth...



TO USERS OF FOLDING CARTONS?



- ***A large mid-western company estimates that Gardner-Richardson cartons save thousands of dollars a year in production costs.***
- ***Figures compiled by the cost control department of a carton user in Missouri reveal that Gardner-Richardson cartons brought about real money savings by cutting spoilage to a split-percentage figure.***

Why do Gardner-Richardson cartons speed through filling machines with so much less spoilage, fewer jam-ups, fewer costly production delays? Why can you count on getting the same precisioned accuracy, the same high quality of stock, color, printing, in Gardner-Richardson cartons . . . order after order, month after month, year after year?

A book just published by this company shows you why. And the 9½ minutes it takes to go through it can easily be worth hundreds — *even thousands* — of dollars to your company. For in its pages, you will see how the tremendous resources of Gardner-Richardson in men, equipment and experience, can be turned to your advantage . . . how Gardner-Richardson's scientific control, from raw pulp to finished product, means better cartons. *Precisioned cartons that can save money, make money for you!*

FOR EXECUTIVES INTERESTED IN PROFIT



A request on your letterhead will bring a copy of this valuable 57-page book to your desk, with our compliments. The edition is limited—write for your copy today.

THE SERVICES OF GARDNER-RICHARDSON'S TECHNICAL STAFF *are yours to solve any carton problem. Whether it means the development of new board, new ink, new design, research into new fields of economical product protection . . . your request will receive our fullest cooperation.*

The GARDNER-RICHARDSON Company

MIDDLETOWN, OHIO

Manufacturers of Folding Cartons and Boxboard

Sales Representatives in Principal Cities: PHILADELPHIA • CHICAGO • ST. LOUIS • NEW YORK • PITTSBURGH • DETROIT • CLEVELAND





MAYBE HE MEANS YOU!

There's no argument about the can as a modern package. It withstands a lot of rough usage. And, today, the container which combines the maximum of protection and convenience is the package most acceptable to manufacturer, wholesaler, and consumer.

The only question is, whether your product is suitable for packaging in tin. Our development department and research laboratories look at it both ways. Sometimes they can suggest ways of *making* the product suitable for can packing, as well as making a can suitable for the product.

They have done some splendid work for manufacturers of all kinds of products. They are constantly developing special linings, closures, and all the other points that have helped make the can the modern container for thousands of products.

If you've been wishing your product could have the salability of a tin can—its lighter shipping weight and freedom from breakage—why not communicate with our nearest office? Our research, development, and package design facilities are available to you any time.

CONTINENTAL CAN COMPANY

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Thank You

VISITORS TO THE NINTH ANNUAL PACKAGING CONFERENCE!





Outstanding for creating and maintaining sales of Italian Balm Lotion.



Sherfick Farms use the Deluxe No. 110 Server as "Closure Premium" for BEE HIVE Honey.



Type S. D. S. adopted by Midway Chemical Company for Aeromist, for window cleaning.

Your enthusiastic attendance at the Federal booth is a sign of the rapidly growing interest in our Dispensers, Sprayers and Servers.

To stimulate *initial* sales and "insure" *repeat* sales of any liquid product, consult our engineers and designers.

We are the largest manufacturers of specialized Dispensers, Sprayers and Servers . . . which can add extra convenience to *your* product and to fit *your* particular package for assured repeat sales. Write us, telling the nature of your problem and we will gladly give sound suggestions and samples.

FEDERAL TOOL CORPORATION

400 NORTH LEAVITT STREET . . . . . CHICAGO

Won by Woodbury

SEALS BY ALSECO



Unlike some beauty contest winners, Alseco Seals have a lot more than mere beauty to offer. They offer greater sealing efficiency, too.

The Rolled-On method of application (forming the threads in the seal as it is put on the container) gives a perfect fit of seal to glass; leakage and evaporation are reduced to a minimum.

Every package, whether it comes off the line in the morning, at night, or next month, is sealed exactly the same as all the rest. This uniform security of the seals is unequaled by any other sealing method.

That is a strong claim. We are prepared to back it up with a comparative test right in your own plant, applying R-O's on your product and measuring their sealing efficiency against that of your present closure. If you would like to make such a test, a test to which we tie no strings of obligation, write ALUMINUM SEAL COMPANY, 1345 Third Avenue, New Kensington, Pennsylvania.

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Alseco SEALS AND SEALING

ONE WAY TO AVOID *Packaging Mistakes...*



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Today, the manufacture of paper for packaging purposes represents a highly specialized industry where the skill of the paper maker, the production and sales experience of the packer, the ingenuity of the designer must all meet on common ground. No simple group of papers can adequately cover today's complex packaging demands.

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YOUR CANDY CARTONS *with* *SYLVANIA CELLOPHANE



THIS DISPLAY of Johnston candy cartons is distinctly styled and packaged for consumer appeal. Sylvania Cellophane protects and gives additional display and merchandising value to the cartons. ¶ For direct wrapping of candy itself, cellophane is the most modern, effective wrap. It preserves the flavor and keeps the candy fresh and clean. ¶ The candy manufacturer, careful of his spotless candy kitchens, being equally careful that his product reaches the consumer properly protected, wraps it in cellophane. ¶ SYLVANIA CELLOPHANE IS "QUALITY'S BEST ATTIRE". Made in clear colorless and eleven brilliant scintillating colors.

*"SYLVANIA" is a registered trade mark for the cellophane manufactured by Sylvania Industrial Corporation

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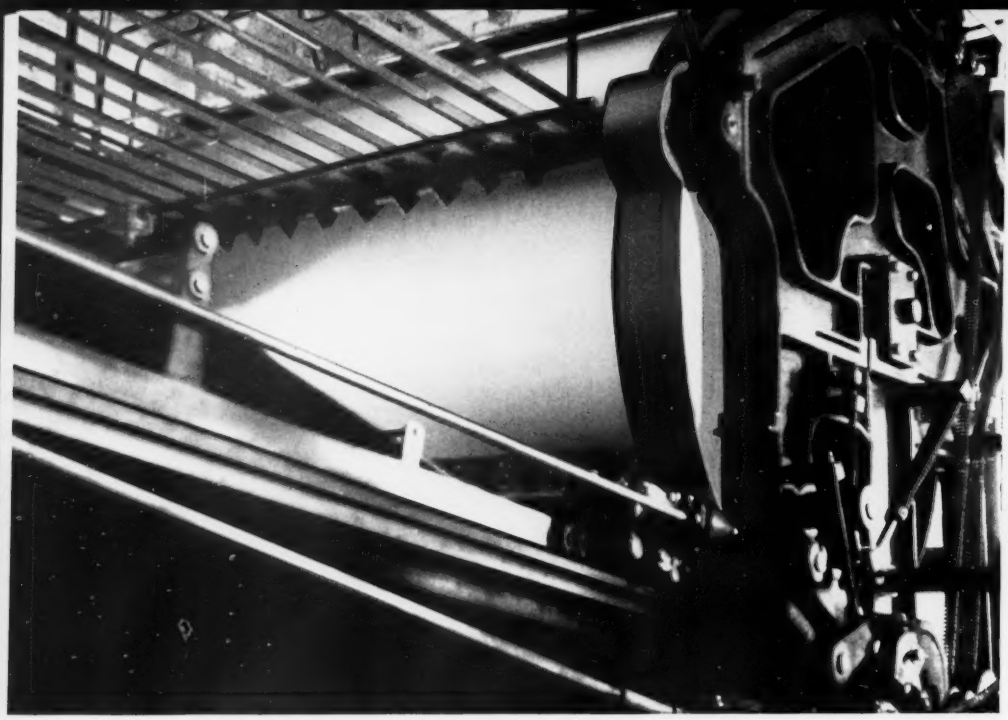
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ATLANTA, GA. . . . . 78 Marietta Street
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Pacific Coast:
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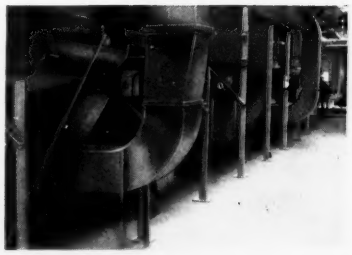
Canada:
Victoria Paper & Twine Co., Ltd.
Toronto, Montreal, Halifax



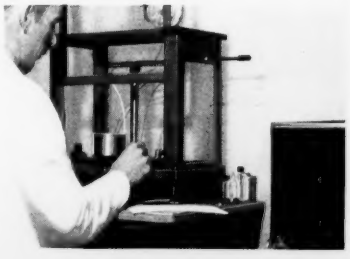
APPLICATION OF MOISTURE PROOF LACQUERS

THE proper protection of a wrap coated with any Moisture Vapor Proof Lacquer depends upon the rigid control of the FILM THICKNESS over the entire printed sheet. In order to insure this control we had to develop new methods of lacquer application.

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MODERN PACKAGING
C. A. BRESKIN, Publisher A. Q. MAISEL, Editor

THE GARDEN SUPPLY INDUSTRY

Like Topsy it has "growed" in spite of poor packaging, but intensive competition is changing trends quickly

The garden supply industry may be broken down into four major groups: (1) seeds, fertilizers and insecticides, (2) tools and implements, (3) garden hose and hose accessories, (4) plants, flowers and flower bulbs. There are, of course, additional products which go to make up the industry, but the four groups here mentioned pretty well blanket the field insofar as adaptability to packaging is concerned.

An analysis of the industry as a whole uncovers many evidences of sound packaging practices in individual cases. Each of the groups which comprise the garden supply industry has produced some well planned and outstanding packages. Each, on the other hand, has likewise produced a perhaps disproportionately large quota of abominations. Taking each group separately, we find seed, fertilizer and insecticide merchandising getting the palm for the highest packaging standard, and hose accessories and tools and implements battling it out for the lowest position on the packaging ladder.

Garden supply manufacturers, like hardware manufacturers, in many instances route their products through a jobber. The route is difficult and full of pitfalls. The distributor's salesmen are faced with the almost impossible task of promoting advertising for hundreds and even thousands of different products and lines. Neither they nor their head office can afford the time necessary to accurately transmit and translate the manufacturers' efforts on behalf of the retail trade.

In view of this, it is all the more surprising to find a substantial proportion of packages so badly designed and so poorly constructed that product identity and product protection may be completely lost during transit to the hands of the jobber for sorry indeed must these packages look when they are re-shipped by the distributor to the retail trade. On the other hand, an increasing number of manufacturers have tackled the problem of packaging and display so that their products will reach the

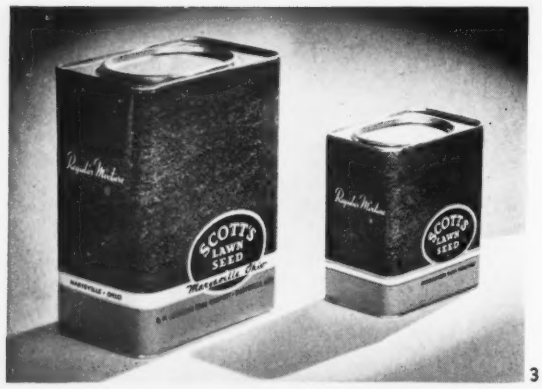
1. Taking into consideration both display value and consumer convenience, these cartons do a selling job for the sponsoring company. Note the die-cut top panel on the lawn grass seed carton which serves as a pouring spout. Containers by the U. S. Printing & Lithograph Co. **2.** Two of Stumpp & Walter's seed cartons. Front panel design is given over to colorful illustrations while the side panels tell "how to make a lawn." Cartons by Brown & Bailey Co.

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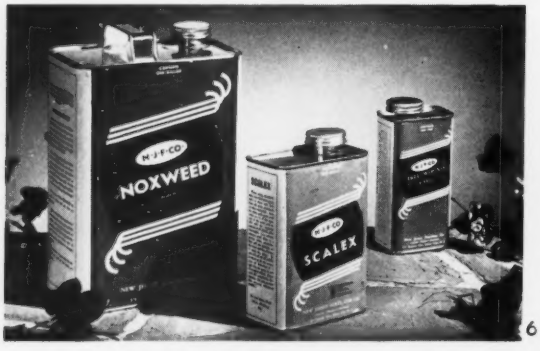
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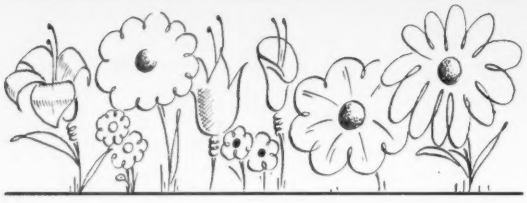
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retailer in good condition, without calling upon the distributor for any special effort.

The reasons for ineffectual packaging within the industry hinges, in part, upon the fact that this is, for most items, a highly seasonal field which hits its peak only during the spring and early summer. In view of this, some manufacturers seem to feel that no special merchandising or packaging efforts are necessary since the consumer will buy garden supplies when he needs them and only then.

Another reason for the general lack of sound packaging, in the less progressive sectors of the field, is due to the fact that the industry, embracing as it does a wide range of products, many of which are private brands and specialties, fears the expense involved in packaging for practicality, recurrent use or consumer convenience. Instead, with thousands of different brands and different types of products, calling for short runs of packages, the industry, on the whole, thinks in terms of the inexpensive package without due regard for attractiveness or consumer or dealer convenience.

Many of the consumers served by the garden supply industry are, to a greater or less degree, "amateurs" in the art of gardening. The city man with a home in the country may love his garden, but he knows little about taking care of it properly. The garden hobbyist is an enthusiastic gardener, but he, too, cannot know the best

3–4. Wise restriction in the use of copy and a photographic background of a rich lawn makes a well designed fibre can for Scott's seed. The Dow line utilizes similarly designed containers with differing color combinations to relate each of the packages while maintaining individuality. Fibre containers by the American Can Co. **5.** In the background may be seen the old Staigreen carton, in the center the redesign which called for a fibre can and in the foreground the most recently adopted container. Fibre cans by the Canister Co. **6.** A fertilizer line in tin cans. Though the labels are designed in a similar manner, the color of each label is different so that selection is facilitated and display is enhanced. Cans by the Le Comte Co. **7.** A fertilizer line in rectangular fibre cans with tin tops and bottoms. Simplicity for the front panel design makes for legibility and neatness. Fibre cans by the Canister Co.

7



products to be used or the manner in which they should be used to get the best results. Hence many of the packages in this industry are limited in their design treatment because of the detailed directions, warnings and information which must, of necessity, be printed upon the container to assure proper use.

Thus, perhaps because of the very nature of the products which make up the garden supply industry, sales promotion via the package has been, in many instances, slow. But the industry is quickening its merchandising tempo. The awakening is due to the competition being offered by such merchandise-conscious sales outlets as the department store, the chain store, the mail order house and the specialty seed houses.

As long as gardening supplies and gardening accessories were distributed, in the main, through hardware stores, they were treated merely as seasonal spring and early summer hardware items. The viewpoint of the average hardware store keeper—particularly of the average store owner of a few years back—has been that of a man so over burdened by the number of items stocked that he could not take the pains to properly display any of them. Hardware store display has until very recently consisted of "mass display" in the very worst sense of that term.

In contrast, department stores and chain stores, though they handle thousands upon thousands of items, ap-



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8. A graphic instance of how cluttered copy and ancient illustration can make the package lose display values in competition with more modern effects. **9.** Added product protection was sought here. But was it achieved? A glass jar is placed in a tin can, resulting in added expense with doubtful additions of protective qualities. **10.** The Red Arrow line relates one package to another by prominent trade mark treatment and similar color scheme. **11.** A sprayer type package which enables the consumer to work the outer shell of the container back and forth in order to spray the product over plants. Canister by the Cleveland Container Co. **12.** A sifter top on this fibre can offers desired consumer convenience. Containers by the R. C. Can Co. **13.** The design of the various packages in the Acme group could perhaps be much improved by a reduction or better arrangement of copy. An attempt at family relationship is made through repeating checkered border design on each of the packages.

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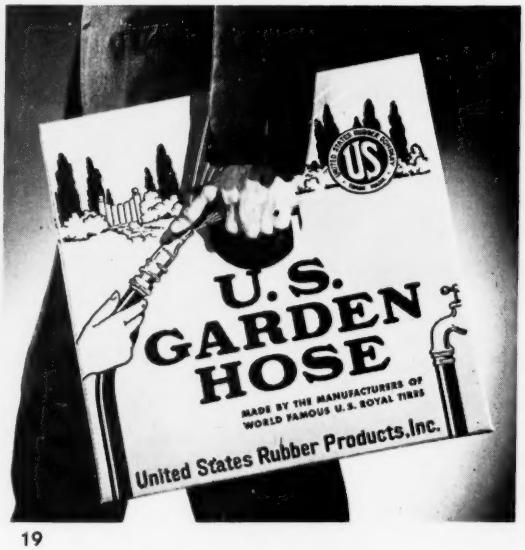




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14. Six different insecticide products in six different types of containers which give an idea of the type of packaging practices being utilized by insecticide manufacturers. **15.** Paper bags with protective coatings and sift-proof construction serve to both safely hold fertilizers and to present them for effective display. Bags by the Union Bag & Paper Corp. **16.** An All-America honorable mention, this book-type box holds a substantial number of seed packets tipped onto its pages. The sales appeal through novelty is obvious. Container by the Standard Paper Box Corp. **17.** The four sides of the Gro-Lux containers are so designed as to form a striking counter display when placed in juxtaposition. An article on this well planned package appeared in the August 1938 issue of Modern Packaging. **18.** Cards are attached to each of the Carter hose nozzles to assure product identity if the dealer should decide not to use the display carton. **19.** Billboard type of design and the hand grip on this corrugated hose container achieves ample product identification and consumer convenience plus product protection. Container by the National Metal Edge Box Co.

proach their merchandising and stocking problems with what might be termed an established philosophy of display. They know the sales value of neatness, visibility, demonstrations, the display of related items, etc. As they entered this field in increasing numbers during the last ten years, they began to introduce a saner approach toward packaging and display, first in their private brands and then, through their consistent demands upon manufacturers for a similar approach, in generally distributed product brands.

Seeds, Fertilizers and Insecticides

This branch of the industry is on a par in its packaging activities with those industries whose merchandise is in more frequent and universal demand. There is a progressive merchandising spirit here which has made for the development of containers beautifully designed and ingeniously constructed. The keen competition among both private and generally distributed brand sponsors has had the direct result of creating a high packaging and display standard.

An example of this progressive attitude is illustrated by the packages of Stumpp & Walter, manufacturers and distributors of seeds and horticultural supplies, who have done much pioneering work in their approach to retail consumer markets. The company first merchandised its Staigreen lawn seed in a carton, printed in two colors. The carton, as unattractive as it was inexpensive, was replaced, in time, by a fibre can, rectangular in shape

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20. An ingeniously die-cut platform holds each of the Stanley gardening tools in firm position for shipment and display in the colorful carton. **21.** Shipping-display cartons are widely used for the merchandising of hose accessories. Too often, however, the cartons are not reenforced for sturdiness and the result is a broken package by the time it reaches the dealer. **22.** The Brown's hose sprayer is marketed in fibre tubes designed in various color combinations. The display card which pictorially illustrates the use of the product may be hung on the wall if desired. Tubes by the Cleveland Container Co. **23.** The front panel of this container is so cut-out as to permit a view of the sprinkler packaged within. The shipping unit becomes a display when the back easel is erected. Container by the U. S. Printing & Lithograph Co. **24.** A display card, die-cut to hold two hose couplings, is placed in each shipping carton. Here, though the display card idea is a fine one, the design treatment could be generally cleaned up and the shipping carton reenforced for added wearability.

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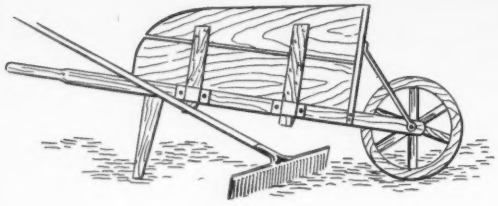


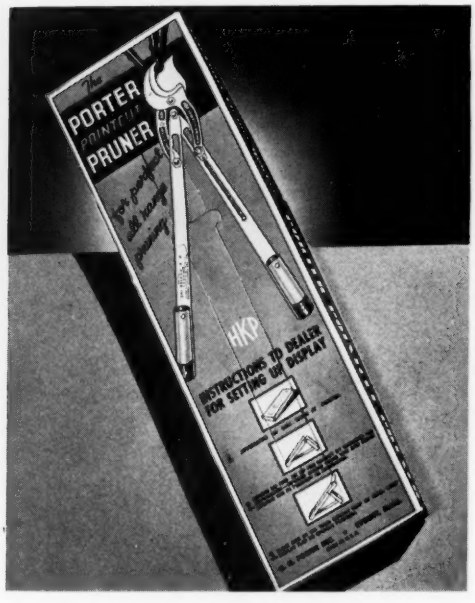
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with tin top and bottom and with a colorful, attractive pictorial label. Consumer convenience was taken into consideration and the top of the can was supplied with scored holes which the consumer merely punched open when the seed was to be utilized. Pressure on the sides of the fibre can caused it to act as a bellows and the seed sprayed out of the holes to facilitate planting and to assure an evenness of seed distribution with minimized waste. This container represented a vast improvement over the former carton, but the company did not rest upon its laurels. Only recently, the label was again redesigned to further improve the appearance and display value of the container. Sales, even in so circumscribed and rigid a market, fully justified the effort and expense involved.

The fibre can with tin top and bottom is a popular type of container for the marketing of both seeds and fertilizers. It offers sturdiness in the case of seed packaging and for fertilizers it offers a certain degree of product protection. Thus Stumpp & Walter report that they tried, at one time, to merchandise its fertilizer in paper

25–26. Scythe stones, being heavy, naturally call for a strong package. For shipment, therefore, the containers are placed in a corrugated sleeve. In its protective sleeve, the end panels of both the Carborundum and Alundum packages are designed so that the dealer or jobber can readily identify the products. Both containers serve as counter displays since, when opened, the back panels carry all necessary sales information. **27.** Three side panels of the lid are printed upside down, while the front end is printed in normal position for stock keeping, so that when the shipping container is converted into a display, the lettering assumes natural upright position. Container by the National Metal Edge Box Co. **28.** This Sudbury soil testing kit holds all the equipment in a die-cut wooden platform within the metal carrying case so that not only are the bottles, vials, etc., held firmly in position to prevent breakage during shipment but everything is quickly accessible when needed. **29.** The top panel of this container is so scored as to be capable of becoming a display. Instructions are plainly printed on the lid top to help the dealer. Container by the National Metal Edge Box Co.



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bags but found that the chemical action of the product upon the package called for a stronger container. The fibre can was adopted.

Having once found a satisfactory type of package, seed and fertilizer merchants have found time to develop striking designs. The trend, naturally enough, has been to depict on the surface of the container, through color and pictures, what the seed or fertilizer will accomplish. Thus one label is printed in a soft green color which photographically simulates a rich grass lawn. A minimum amount of copy leaves the rich "lawn" background to do its own selling job. Other containers utilize pictures or sketches to illustrate the effectiveness of the seed or fertilizer packaged within.

Cartons as well as fibre cans are widely used. Again, the manufacturers have given consideration to consumer convenience. One type of carton has incorporated in its lid a die-cut hole which serves as a pouring device.

Paper bags with protective coatings are favored by other packers for the merchandising of lawn seed and



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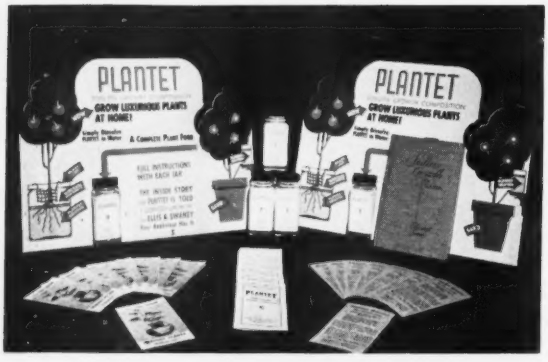
30–31. Ezy-Cut and Clean-Clipper shears are supplied with two types of counter display each. Note the ingenious display utilized for Clean-Clippers which permits the consumer to make a cutting test. **32.** The Sudbury soil testing kit has been redesigned. In the background may be seen the old container as contrasted with the new. The surface design of the lid on the old box has been transferred to the inside of the lid of the new container which is covered in a green simulated leather paper. Identity is maintained by a metal foil label embossed with the product name. Thus necessary information about the products is offered by the new container, yet the box presents a richer appearance. **33.** An All-America honorable mention winner, these containers for flower bulbs are cleverly designed to permit a view of the product through transparent windows while surface decoration tells what the bulbs will look like when in full bloom. **34.** The upper portion of the two containers in the background is removable while the lower portion of the container then becomes a jardiniere. Water poured on the bulbs held in the two containers in the foreground will cause flowers to bloom in a container which serves admirably as a window box in the home. These packages, complete in themselves, are designed attractively. Cartons by The Gardner-Richardson Co. Cellophane by Shellmar Products Co.



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fertilizers. A popular type is of square, duplex sift-proof construction, embossed outside on superkraft with superkraft lining. With ample protective lining and constructional elements, these bags serve admirably to safely hold odorous fertilizers and, likewise, are sturdy for storage in the home or in the store.

Insecticides are found in fibre cans, tin cans, bottles, jars, bags and cartons. Here, perhaps due to the fact that much informative data must be placed on the package in order to assure proper use, the design treatment has suffered. Thus in one instance, a tin can bears a label design so cluttered with print and pictorial illustration that the words, "Read Instructions" embossed on the lid pose a task most difficult to perform.

Taking into consideration the poisonous quality of insecticides, it is natural to find packages that make every effort to hold the product in a manner that will safely transport it to its final destination and insure safety in use. However, effort without understanding is seldom sufficient. A lack of constructive package planning is evidenced by one type of package (*Continued on page 93*)

35. This counter display ships flat and when erected assumes a three-dimensional effect for added realism. With a sales package of Sacco alongside of the display unit, a graphic and attractive presentation is achieved. Lithographed by Stecher-Traung Lithograph Co. **36.** The Dawg-Gone display holds fifteen tubes of the product by means of rubber bands threaded through die-cut holes. Note the instructions printed on the back of the display, provided as a sales-clerk aid. Note also the sturdy support achieved by the double easel construction. **37.** The counter display for Plantet incorporates an actual sales package as an integral part of its design. The sketches quickly illustrate how the product is to be utilized. **38.** The bags for Hoffman fertilizer incorporate a novel pouring device and the back panel of the corrugated floor stand aptly demonstrates this pouring convenience. **39.** Metal floor stands are widely used for the merchandising of packets of seeds. They permit the showing of a large number of packets so that consumers can readily help themselves, thus saving the dealer time and effort. **40.** A metal counter display for seed packets fits snugly into a corrugated container for shipment. Metal displays by Union Steel Products Co.

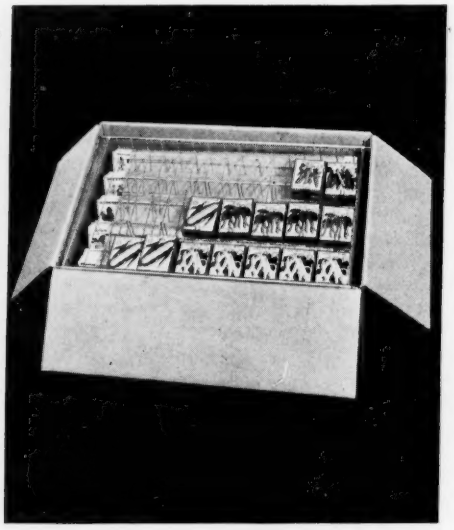
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NINTH PACKAGING CONFERENCE

In New York's Hotel Astor, the Ninth Annual Packaging Conference and Exposition was held from March 7 to 10, inclusive, under the auspices of the American Management Assn.

With attendance levels exceeding those of last year's Conference, held in Chicago, by a substantial percentage, the numerous sessions brought forth spirited discussions evidencing a greatly increased interest on the part of packagers in industry-wide problems. The Conference was distinguished this year by the attention paid to a number of new developments affecting the packaging industries which have come to a head during the last twelve months, most notably by the attention paid to the new Federal Food, Drug and Cosmetic Act. The symposium held on this subject brought forth perhaps the largest audience of the entire meeting and disclosed once more the anxiety of many manufacturers regarding the nature and the effect of this legislation.

Following up upon the extremely successful conference on informative labeling held last year, the morning devoted to this subject reviewed the progress made during a year of eventful changes and did much to clarify the present situation which, for a number of reasons, is much changed from that of 1937 and 1938.

Both the machinery and the packing and shipping sessions emphasized a down-to-earth approach toward the solution of the problems of both suppliers and users of these items. In view of the importance of sessions of this sort, in affording their participants a better understanding of the problems of those on the other side of the buyer-seller fence, it is regrettable that their attendance is relatively limited and that only a small proportion of the thousands attending the Packaging Shows find it convenient to attend these sessions as well.

While complete transcripts of the many papers delivered during the Conference, and of the accompanying discussions, will be made available later by the American Management Assn., highlights of the various sessions are detailed herewith.

Packaging Fallacies

With Alvin E. Dodd, president of the American Management Assn., presiding, the first of the sessions devoted to unit packaging was addressed by Harry J. Higdon, advertising manager, Phoenix Metal Cap Co. on the subject of "Packaging Fallacies."

Starting with the primary fallacy—namely that anyone is qualified to call himself a package designer—Mr. Higdon took up successively a whole series of assumptions regarding packaging which are generally accepted by the unthinking as being true but which, upon examination, are disclosed as completely fallacious. On the basis of the presentation of these fallacies, the speaker proposed to outline the essential requirements for a competent package designer, listing the following:

Shrewd, accurate analysis of merchandising problems;
Up-to-the-minute contact with needs, styles, trends;
Broad experience to provide knowledge of what's been done before;
Inventive ingenuity with an eye as to what might be new in the immediate future;
Ability to organize and write copy;
Specialized knowledge required which relates to:
Materials—paper, board, glass, metal, plastics.
Processes—printing, blowing, stamping, forming.
Production—filling, labeling, sealing, closing, cartoning, wrapping.

"No matter how good it is," Mr. Higdon said, "there comes a time and a place in the life of every package—old, or just turning middle aged—when it should be reconsidered on the basis of present day values. The old package must change, or hopelessly lose step with the times. A list of manufacturers who have profitably changed their old packages include most of the important names in the packaged product industry. In fact, it has been a common occurrence in the last eight or ten years for a manufacturer to turn the change of his package into a nice profit . . . by introducing a new sales appeal in his advertising . . . by providing his salesmen with additional selling arguments . . . by winning better shelf position in the stores . . . by obtaining more favorable consideration of the consumer."

Mr. Higdon's paper brought forth a spirited discussion which for a time centered around the public misunderstanding of the reasons why some seemingly objectionable features are included in packages. A number of speakers discussed the necessity for the use of seemingly over-size containers on products which shake down in transit or which must be packed loosely to prevent breakage or to accommodate the necessities of packaging machinery. The discussion of consumer ignorance of some of these requirements was emphasized by the fact that a number of the speakers participating in the discussion—men vitally concerned with packaging processes—were themselves unaware, or willing to dispute some at least, of the reasons for "slack filling" of certain products such as cereals.

Packaging Frozen Foods

The rapid development of the quick-freezing industries and the confusion engendered by the wide variety of packages, materials and methods adopted experimentally and commercially for quick frozen products, brought forth a particularly large audience for the discussion on this subject. The principal address, "The Packaging and Merchandising of Frozen Foods," (*Continued on page 54*)














THE ALL-AMERICA PRESENTATION DINNER



The annual All-America Package Competition Presentation Dinner this year found 650 guests of Modern Packaging in attendance at the Starlight Roof of New York's Waldorf-Astoria Hotel, including representatives of 65 prize-winning companies and leading figures from practically every major portion of the packaging industry.

The principal speaker of the evening was H. W. Prentis, Jr., president of the Armstrong Cork Co. and vice-president of the National Association of Manufacturers. W. W. Wachtel, president of Calvert Distillers Corp., spoke in acceptance of the awards on behalf of the prize-winning companies, and "Chief Justice" William M. Bristol, Jr., long-time chairman of the All-America Competition Board of Judges and vice president of the Bristol-Myers Co., likewise spoke briefly on behalf of the judging group. Charles A. Breskin, publisher of Modern Packaging, acted as Chairman.

For the third successive year, the dinner served as the occasion for the premiere performance of the annual motion picture sponsored by Modern Packaging. The new film, entitled "Packaging—A Public Service" and produced in sound and color, has been scheduled for over 300 showings within the next few months.

Mr. Prentis, in his address, warned the gathering that if one of the legs of what he termed "the tripod of freedom—representative democracy, free enterprise and religious liberty," should be destroyed, the entire structure would be destroyed with it.

The first leg, representative democracy, is threatened chiefly by the lethargy of the citizens, who have failed to grasp the significance of forces working against it, he said. Under the private enterprise system, he went on, the maintenance of employment depends on the continued flow of private capital into new enterprise.

"If that flow is interfered with by a lack of confidence in governmental policies, the stability of the tripod of freedom will be endangered through the weakening of economic liberty," he added. "For the obstacles obstructing the flow of private capital into new enterprise placed there by government itself, if not soon removed, will certainly provide the excuse for government to step in and supply such capital itself. Then State socialism will become a fact. The free private enterprise system will collapse, the tripod of freedom will fall and along with it will go representative democracy and spiritual freedom in common ruin.

"Today the tax policies employed in raising the funds for unprecedented expenditures of Federal, State, county and municipal governments are throttling the flow of capital into private enterprise."

Mr. Prentis warned that the pattern of events in this country, "if continued to its logical conclusion," would lead to State socialism. Such a condition inevitably would mean suppression of all teaching except that in line with the general ideas of the government, censorship of the press, the end of freedom of expression and the destruction of religious liberty, he said.

Mr. Prentis also called for a "thorough non-partisan investigation" of the entire system of taxation—Federal, State and local—to the end that duplication and inequities may be eliminated. He said that such a study would have for its object an end to duplication and inequities in the tax structure and a distribution of the tax burden "in such a fashion as not to inhibit the flow of private capital into new business ventures, if we wish to preserve our system of free private enterprise."

Mr. Prentis was of the opinion that democracy was being threatened "chiefly by the lethargy of its citizens." "This apathy," he said, "is due first to the fact that for several generations we have not had to fight for freedom; and second, to the sheer failure to grasp the sinister influences that are now eating away its foundations, like termites, working slowly and insidiously, leaving the surface unscarred but slowly destroying its inner strength and substance." (*Continued on page 97*)

H. W. PRENTIS, JR.





Behind the attractive outer label of this date package lies a group of materials "compounded" on a spiral winding machine to provide a controlled degree of moisture passage necessitated by the requirements of the delicate product which is packed within.

CONTROLLING MOISTURE LOSSES

is just as important to date packers as is "moisture-proofing" to some other packager

The very term "moisture-proofing" suggests something absolute and, to the average layman, conveys the idea that a package which is moisture-proof is so constructed as to completely prevent either loss of moisture or entrance of moisture through the package walls.

While this ideal is aimed for, in numerous instances a limited degree of moisture-proofing is sometimes desired. Perhaps the term "moisture control" might better be applied to containers of this sort. An outstanding case history in this field is that presented by the container developed for the California Date Growers Assn. and used in the marketing of its Desert Gold dates.

The association has found it essential to have a container that will allow a limited degree of moisture transfer from the inside through the package walls. This is desired because chemical changes occurring in the dates as they grow older (as a continuation of the ripening process) release a certain amount of moisture and if this moisture cannot escape from the container, it produces free moisture on the surface of the date, drawing out the sugar to form a sticky and undesirable syrup.

In numerous tests, the association has discovered what it believes to be an ideal make-up for the side walls of a metal top and bottom fibre container which will permit just the proper degree of moisture passage under most anticipated shipping and storage conditions.

Such tests have been made in 25 deg. storage, 70 deg. and in ordinary room temperature, the pack being weighed before and after the test period to determine moisture losses. Experience has shown that the 25 deg. storage, with humidity controlled at 85 per cent, assures no moisture change occurring in the date. However, even so, spoilage may take place if the container is absolutely airtight. At temperatures above 60 deg., moisture changes are quite rapid and wherever such temperatures are to be expected—and they are almost inevitable at some point in the process of transfer from producer to consumer—it has been found essential to have a container that will allow some degree of moisture transfer from the inside.

The container used at present by the California Date Growers Assn. and developed for them by the Gates Paper Co. Ltd., utilizes the following materials in its side walls (reading from inside out)—1. Flint white glaze; 2. vegetable adhesives; 3. .024 plain chip; 4. asphalt adhesives; 5. .024 plain chip; 6. vegetable adhesives; 7. .019 plain chip; 8. label paste; 9. printed and varnished label. *(Continued on page 98)*

Let's Look At Stationery

We find a field seething with packages, cleverly designed to offer re-use values, and so planned as to tie-in with current style trends

by Dorothy Staten

Stationery packaging has taken to heart that a thing of beauty is a joy forever. It's a principle that involves two aspects—eye appeal and after-purpose use.

Consequently, the old stereotyped, anemic-looking box with its conventional seal has fallen into the discard. New versions have greater vitality than their predecessors, manifested in bold color contracts, odd contours, distinctive designs and unusual box wraps.

Today, a stationery box has a permanent value and a double purpose in life. In the past, it was something to be kept out of sight until the paper in it was used up and then it was rubbish. But times have changed. It starts out as a receptacle for personal writing paper and ends up as something else. It may become either a desk waste basket, a letter stand, a pair of book ends, a picture on the wall, or a decorative piece on a desk.

Not only has the whole general picture changed, but constant redesign has become a necessity to meet the ever-fluctuating consumer demand. Styles must change as often as women's fashions and they are just as fickle. Once a designer has created a new set of designs, he cannot sit back and take it easy. It is incumbent upon him to constantly originate new ideas to stimulate sales.

His two major lines come out in the spring and the fall. Secondary lines are linked with retail store promotions connected with such events as commencements, weddings and the Christmas holiday season.

To entice the consumer in the spring of the year, many designers choose subjects from nature. Flowers are recurrent motifs. Light-colored backgrounds prevail on box lids, which often contrast with plain dark bases in red, blue or black. In the fall, tastes run to the more bizarre and heavier types of design. But geometric and linear designs in duo- and triple-tone effects play an important role, the year-round. So do the traditional seal or titled boxes, re-interpreted in modern terms, in practically every instance. Here, as in all cases, the firm name is played down and the design played up.

New box wraps have penetrated a long gamut of novelties. There are the glazed cover papers such as flint

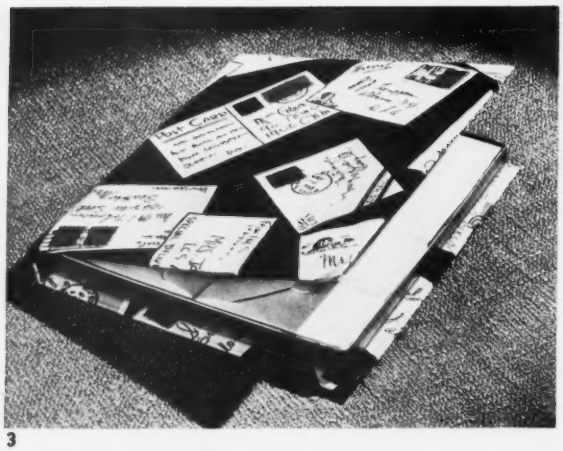


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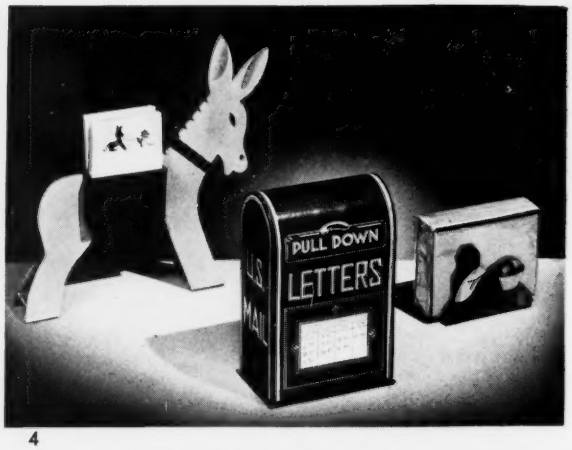


2

1. Attractive pictures, suitable for framing and hanging on the wall, are found on these containers. Fitted into the top of the box lids, the gayly patterned pictures can be easily removed. **2.** Cork containers, sturdy and decorated in designs of colored cork, offer obvious re-use possibilities. The rectangular boxes may be used as novelty containers in the home or as receptacles for handkerchiefs, hosiery, etc. The waste basket type of container is a "natural" for use on the desk as a letter holder.



3



4



5



6

3. This book-type container is covered with a uniquely designed padded fabric cover. The simulated addressed cards and letters make the box an ideal letter holder after the stationery has been removed. **4.** Children's stationery containers designed to appeal to the child's mind. Animals of all types are made of cardboard and the note paper inserted in a wooden receptacle which is placed on the animal's back as if it were a pack. A duplication of a mail box is another type of container designed to appeal to a child. Wooden holders for child note paper may later be used to hold a book. **5.** The box covering for the Inklings box duplicates the stationery itself. Within the box is a bottle of ink which complements the color scheme of the stationery. The Shadoedge deckle containers utilize the note paper itself as box wraps. **6.** Embossed pyroxylin coated paper in attractive shades is utilized for the lids for the Hurd boxes with black bases. "Fashion Notes" uses box wraps similar to the stationery packaged within.

enamels and pyrogloss. These are used mostly for bases, only occasionally for box lids. Other varieties are suede-coated papers, monotone and marble foils, gold and silver foils, leather papers and pyroxylin-coated papers. There is also quite a vogue for using the same paper for the box cover as the stationery filler. A unique innovation of the year is a floss cover paper. One firm has had extensive success with the use of cork as a foundation material instead of the customary boxboard. Some go in for light woods with dark inlays, which make up well as miniature cedar chests.

Although this re-styling and creation of after-purpose uses has metamorphosed the stationery industry, production costs have not increased but sales have from twenty-five to fifty per cent.

As one manufacturer remarked, "Styling doesn't cost anything. It's just like cutting a dress. You can cut either an ugly one or a pretty one out of the same material. The cost is the same but results are different."

Puritan Stationery Co. has gone far with the double duty formula in its packaging. Some of their current numbers can be converted into attractive pictures for the wall. Instead of incorporating the design on the cover paper itself, it is placed on detachable, heavy white paper which fits into desk blotter-like ends on the lid of the box. The designs of fruit, flowers, butterflies and bees in conventionalized patterns are done in bright, springy colors. Accentuated against the vivid tones of the box wraps, these are very eye-compelling. Brown, red, Monet blue and also white in glazed paper covers predominate. These boxes appear in the accompanying illustrations. These modern versions outsell the old in the ratio of a thousand to a dozen.

At the Arthur E. Wilson Co., they have experimented a great deal with foils. These they have applied either as all-over coverings or in wide ribbon bands, combined with flint enamels or dull finish types of cover paper. The color of the metallic foils varies with the color of

the basic paper cover and the stationery filler. As in the model illustrated here, gold moire bands harmonize with roseberry tinted box wraps and the cream-colored writing paper within. A moire silver banded box takes a gray box covering and light gray filler. Embossed marble foils introduced for the first time this year have been utilized to encase the three-drawer cabinet variety. They come in green, blue, maroon, purple and purple-green. Knobs of Catalin, picking up the predominating colors in the foils, add their bit of decorativeness. Green, rust and gold foils are used as all-over coverings for the two-drawer cabinet type of box. These cabinet types are especially ornamental on a desk and can also be used to hold milady's store of handkerchiefs. The glittery appearance of the foil-covered boxes makes them rate high in the gift class, particularly so at Christmas time. This type of metallic wrap is easily adaptable to gift boxes for hosiery and accessories in women's wear. They can also make up into attractive gift boxes for glassware, vases and other house decorations. The plain green foils and some of the green-tinted marble foils are especially suitable for corsage boxes. A floss cover paper is a newcomer with this firm. The scroll design in white floss has been blown on pastel colored papers such as light blue, ice pink, tan and ivory. Wooden chests, offsprings of the parent cedar chests, form a large part of the Wilson line. Their utility value is particularly high since they can be put to use as jewelry, cigarette or sewing boxes. Hinged lids on the boxes are used exclusively by this firm instead of the removable kind.

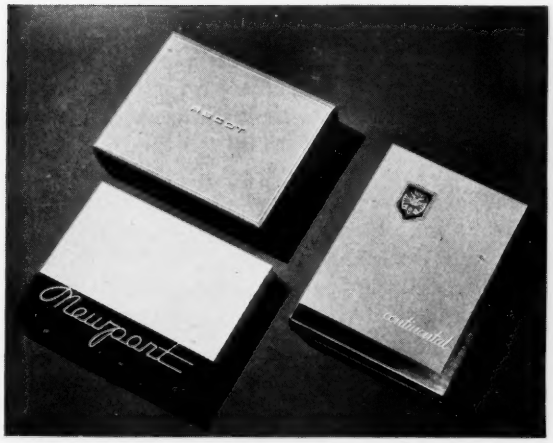
The Beckhard Line, Inc., has departed completely from the old form of stationery packaging. They have had complete success with the after-purpose idea. Principally a novelty house, they have concentrated on unusual constructions and materials. Cork is a favorite applied in many, many ways. A distinct advantage of cork lies in its sturdiness and in the fact that it obviates the use of a covering. An unusual application is in the form of a desk waste basket whose first function is a stationery box. It is made in regular and miniature sizes and decorated in designs of colored cork. As seen in the illustration, it requires no lid, but the stationery is protected from soil by a cellophane wrapping. Other boxes are developed in rectangular and cubicle shapes and ornamented with Mexican and maritime scenes. The smooth quality of cork makes it a natural for non-snag hosiery boxes in a dresser drawer. A unique note paper number in this line is meant to serve finally as a letter holder.

Children's stationery has become a definite vogue. The Beckhard company recognizes this and offers many deviations from the ordinary. They are firm believers that the children's demand should be heard and seen. To appeal to the child mind, designs and structures are created so that the stationery box may become a toy after its contents are gone. Donkeys and elephants in gray cardboard carry, on their backs, a wooden receptacle for note paper, as if it were a pack. The animal motif is repeated on the writing paper. An exact duplication of a mail box is another child teaser. These are in reds and greens with special animal designs on the stationery. Wood replicas of Ferdinand the Bull and The Toreador are superimposed on lids of flat rectangular boxes which can later become pictures for the nursery wall. The box wraps are in red and green glazed papers.

In the adult line of Marcus Ward & Co., they have found it profitable to feature a name on each individual number. Thus one of their boxes shown here is called "Inklings." Its white lettering stands out prominently against the three-paneled triangular design. Three blending colors of the panel vary with the basic color scheme. Here is demonstrated the use of the stationery itself as cover paper. Within the box is a bottle of ink which matches either the paneling or edge of the stationery. Ink colors are in brown, jade *(Continued on page 96)*

7. Simplicity of design characterizes these three stationery containers. The Continental and Newport boxes utilize box wraps and stationery which are matched and the Ascot container is made up in bright spring colors. **8.** The most recent novelty in the stationery field is the "talking" card for virtually all kinds of holidays or gift purposes. All the necessary gadgets, instructions, the card itself and envelope are inserted in a transparent envelope to permit visibility of the gift card.

7



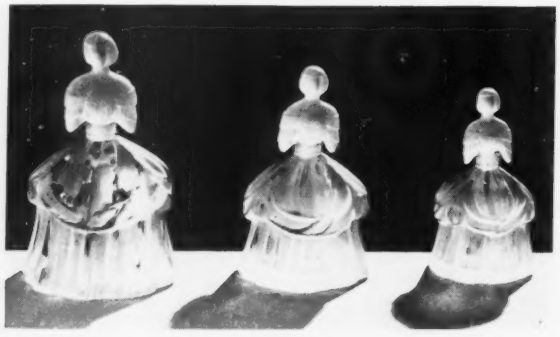
8



"LITTLE LADY" SCORES A HIT

Perfume "847" is presented in a unique bottle blown in the shape of an old fashioned lady in full-skirted, period dress





The sculptured "little ladies" are actually bottles of frosted glass, the top of the figures forming the stoppers. For visibility on display, the box for "847" perfume is equipped with a transparent acetate windowed hood.

On a letterhead produced some 15 years ago for Eisenberg & Sons, Chicago perfumers, there appeared a little figure of an old fashioned, hoopskirted girl. At the time the figure had no particular significance beyond that of lending a decorative note to the letterhead. Later the figure was adopted for advertising purposes and, to a greater or less degree, became associated with the name of the company. It was hardly thought of, however, as having any relationship to the packaging of the organization's various perfumes.

With the recent turn of the wheel of fashion back through the years to bustles and hoopskirts, the little lady came to mind once again and the idea was conceived to reproduce her in three dimensional form as a decorative perfume container for the boudoir table.

The project presented unusual design difficulties in ratio to the unusual shape of glass container which it was proposed to develop. By an ingenious division of the figure as between bottle and stopper, most of these difficulties were overcome and a fine frosted sculptured effect was achieved.

In the new containers—made in three sizes, 5 dram, 10 dram and $2\frac{1}{2}$ oz.—the billowing hoopskirt forms the base of the bottle while, from the waist up, the sculptured lady serves as a stopper to the container, the joint at the waist being finely ground to provide a tight seal.

The perfume for which the bottle was intended had been named by the number "847," designed to lend the product an air of numerological significance. To carry out this theme, a display box was created consisting of a stepped foil-covered platform, upon which the little lady stands, and a combination boxboard and transparent cellulose acetate cover. The product name is reproduced on the side walls of the lid in a design which incorporates a group of small stars and a series of reproductions of the name in varying sizes of lettering. All attention, however, is focused upon the glass figure itself, seen standing behind the curved acetate walls.

The company reports unusually rapid retailer response to its first offering of this merchandise, a response which ascribes largely to the novelty and the beauty of the glass container. While perfume sales, of course, depend, in the last analysis, upon the appeal of the perfume itself rather than upon the container, this novelty value and the general acceptability of the container to the average woman is counted upon to substantially accelerate the acceptance of the product. An interesting side light on the interest created is found in the requests for the sale of sets of bottles as units of merchandise by themselves.

Credit: Bottles and stoppers hand blown by the Carr-Lowrey Glass Co.

Order for NEW Subscription

Please enter my subscription to begin with the.....issue.

$5.00 for one year ☐ $8.00 for two years ☐

Remittance enclosed ☐ Send invoice ☐

Name.....

Your position (or profession).....

Company.....

Street.....

City.....*State*.....

Products Manufactured.....

This is **NOT** an expiration notice

CANADA—$5.00—One Year
8.00—Two Years

FOREIGN—$6.00—One Year
10.00—Two Years

Postage Will be Paid By Addressee

No Postage Stamp Necessary If Mailed In the United States

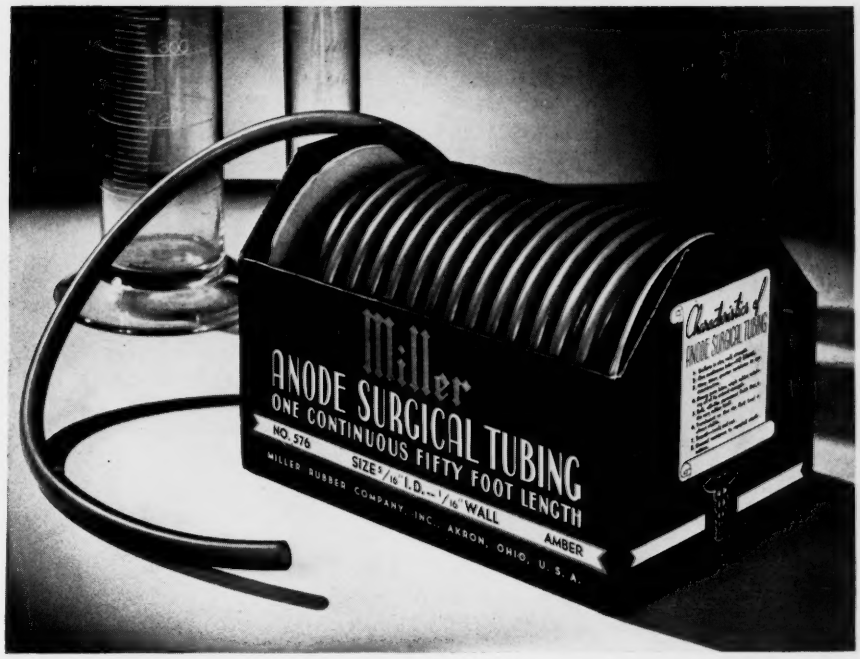
BUSINESS REPLY CARD

First Class Permit No. 2656 (Sec. 510, P. L. & R.), New York, N. Y.

MODERN PACKAGING

122 East 42nd Street

NEW YORK, N. Y.



1. The surgical tubing dispenser is here shown ready for use, the 50 feet of tubing neatly coiled on the reel set upon bearings in the set-up base.

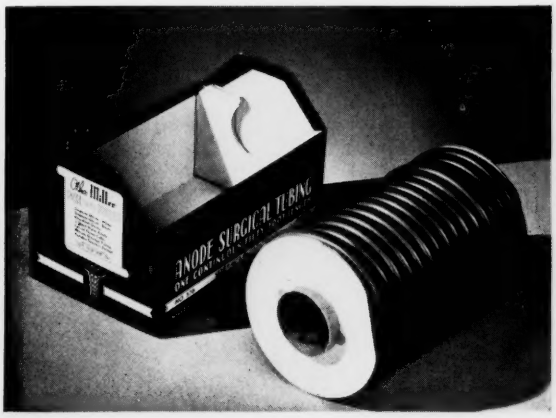
BETTER PRODUCT—BETTER PACKAGE

the two went hand in hand when Goodrich readied its improved tubing for market

Following upon the development of an improved method of producing surgical rubber tubing, the Miller Division of The B. F. Goodrich Co. has recently presented this product to the public in a new package, differing radically from that once traditional in this specialized field. Such tubing, which has a number of applications in addition to those in conjunction with surgical uses, has always been packed in a common rectangular set-up box designed for the sole purpose of transporting the loosely coiled tubing to the hospital stock room or other point where it is to be used.

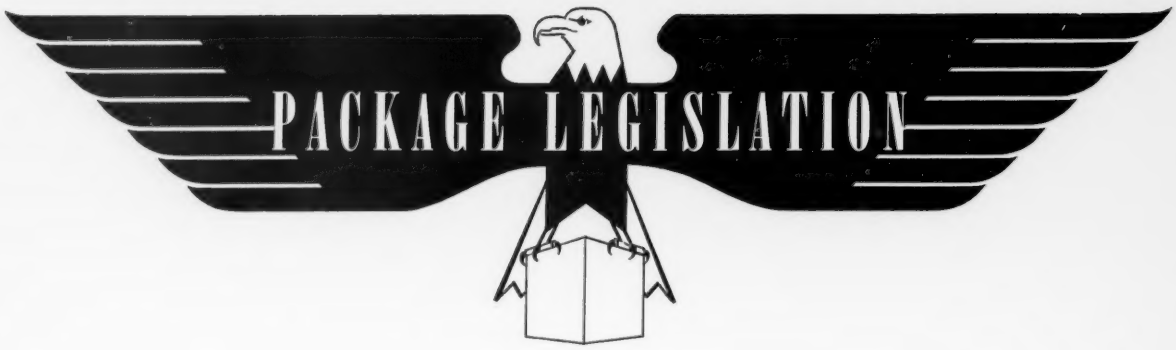
While these traditional packages served no purpose beyond the mere transportation of the product—and served *that* purpose none too well—hospitals and the drug trade were able to use them if the product was supplied in lengths no greater than twelve feet. The new product was to be produced in 50-ft. lengths and this prompted the idea of developing a dispensing package. (*Continued on page 98*)

2. Reel and base separated to show shape and position of cardboard bearings.



3. Old and new containers contrast sharply in both appearance and convenience in use.





Surplus Commodity Plan

Washington, D. C.—With the approval on March 13 by the National Food and Grocery Conference Committee of the plan of the Department of Agriculture to experiment in six cities with disposal of surplus food commodities to the needy through private enterprise by issues of government script, a threat of active government entry into surplus commodity packaging now seems to be lifted.

For many months, rumors have been circulating to the effect that the Federal Surplus Commodities Corp. would enter into the packaging and distribution of foodstuffs on a "two price" basis involving the use of simplified, cheapened or "minimized" packages as one of the means of holding prices down to a minimum level for the needy portion of the population. In the absence of definite assurance to the contrary, many packagers have been greatly worried as to the possibility that the introduction of such products would serve to disrupt all market standards in the food field and to develop antagonism on the part of consumers to all forms of protective packaging. In expressing these fears, packagers were merely voicing one specialized aspect of the general fear which industry felt regarding these rumored plans.

The publication of the new plan, however, would indicate that the Federal authorities are taking great pains to avoid these dangers to accepted marketing practices while, at the same time, seeking to accomplish the original aim of securing an increased distribution of foodstuffs—particularly of the surplus crops—to the "ill-fed third" of the population.

The plan, as presented by Secretary Wallace to the National Food and Grocery Conference Committee, is to give every person now receiving public assistance (including WPA wages) who desires to participate, orange stamps instead of money, to the value of the amount he now normally spends on food. Accompanying these orange stamps would be a premium in blue stamps amounting to one-half the value of the orange stamps.

Thus a family spending $8 on food now would get $8 in orange stamps from the government and $4 in blue ones. With the orange stamps they can buy, at any grocery, any food they wished—excluding beer, wine, liquor, tobacco or food to be eaten on the premises. With the blue stamps they could purchase only those surplus commodities which the government desired to have distributed at that time, the Department of Agriculture issuing a list of these various commodities from time to time.

The plan is expected to be started experimentally about April 15 in six cities, the names of which have not yet been announced and a number of variations of the plan will be experimented with before any attempt is made to extend it throughout the country. Under one variation, the orange stamps would be issued directly to the needy instead of money. Under another, they would be able to buy orange stamps but would receive money distributions as they now do. Under a third plan, only blue stamps would be issued, the idea being to test whether it is necessary to issue orange stamps at all. The plan calls for the redemption of stamps by grocers through local banks or post offices.

In contrast to methods previously suggested, this plan would secure—it would seem—an increased consumption of foodstuffs by the neediest portion of the population and hence provide a domestic outlet for surplus commodities without setting up a separate system of processing and packaging to stand as a threat against standard processing and packaging practices. Users of blue stamps would receive exactly the same commodities available to cash purchasers and these would be commodities produced and distributed by private industry. The plan would merely permit the government to channel consumption into lines calculated to result in the consumption of surplus goods over and above the anticipated consumption of all other food products.

The conference committee represents all branches of the food industry, including manufacturers, wholesalers and retailers. It is composed of Chairman J. Frank Grimes, Blair Willison, G. Ungaro and Asa Strause of Voluntary Groups Institute; Paul Willis and Clarence Francis for the Associated Grocery Manufacturers of America; Fred Massmann and John Logan for the Food Chains of America; John Pohlhaus and Mrs. R. M. Kiefer for the National Association of Retail Grocers; M. L. Toulme and Captain John Tyler for the National American Wholesale Grocers, and William M. D'Miller and Hector Lazo for the Cooperative Food Distributors of America. (*Continued on page 88*)

TUG-O-WAR

Quality tugging prices one way . . . Economy dragging quality the other. . . .

All boxmakers come up against this anarchy.

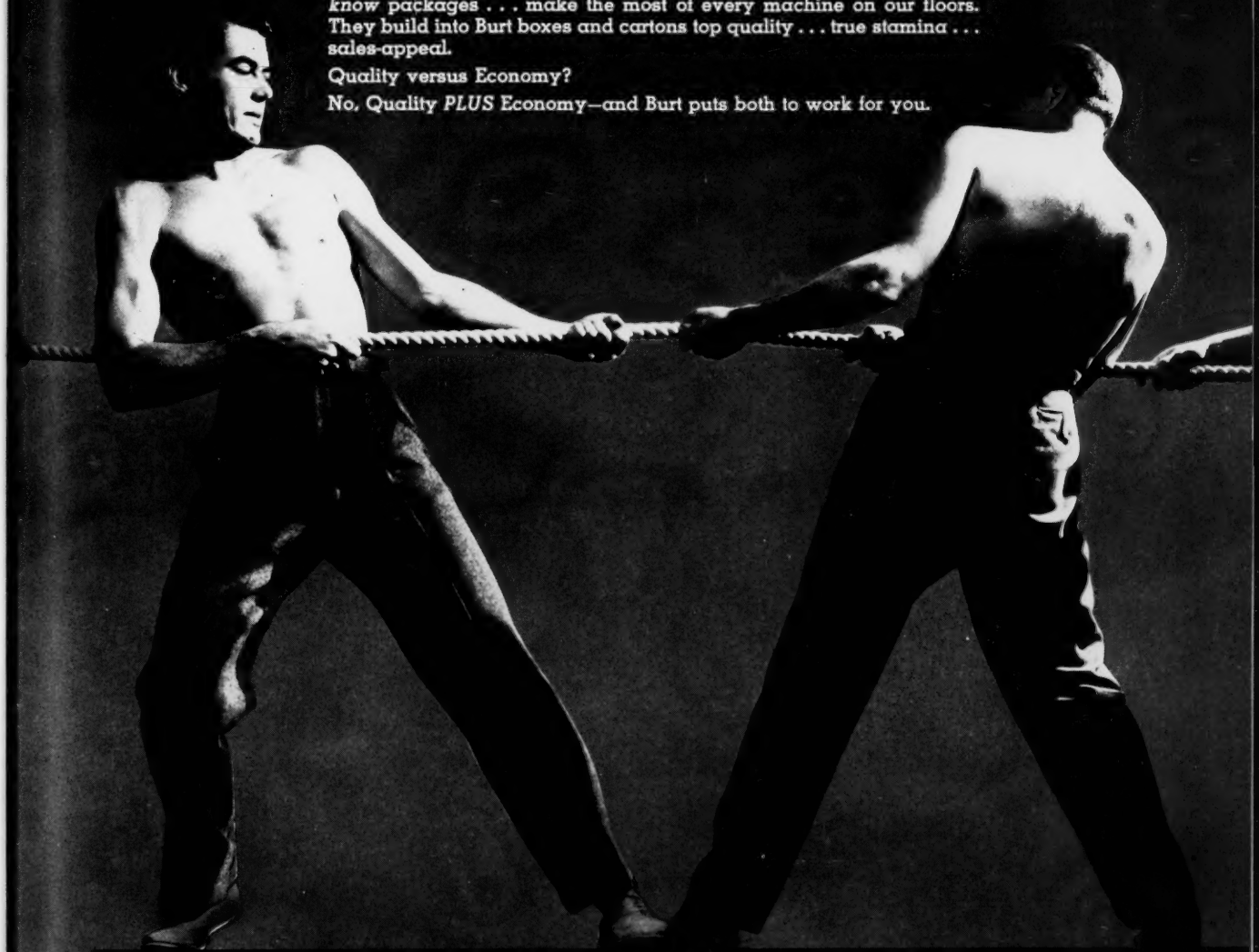
But BURT has found the way of putting *both* Quality and Economy in harness . . . in producing the finest possible box or carton at a given price.

BURT has facilities second to none . . . *special* machines to do certain jobs . . . and a reserve capacity great enough to see you through every jam. Burt can produce boxes and cartons at machine-gun speeds . . . with the accompanying economies that such high speed production assures.

And, because of our size, Burt is able to employ a staff of men of a calibre others cannot afford . . . and keep busy. These men . . . who *know* packages . . . make the most of every machine on our floors. They build into Burt boxes and cartons top quality . . . true stamina . . . sales-appeal.

Quality versus Economy?

No, Quality *PLUS* Economy—and Burt puts both to work for you.



F. N. Burt Company, Inc.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY
630 Fifth Avenue
Room 1461

PHILADELPHIA
A. B. Hebeler
P. O. Box 6308
W. Market St. Sta.

NEW ENGLAND
A. B. Bacon
BOSTON
120 Boylston St.

SPRINGFIELD
P. O. Box 214
Highland Station

CHICAGO
Room 2203
919 N. Michigan Ave.

CLEVELAND
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

CINCINNATI
221 Walnut Street
Telephone: MAin 0367

MEMPHIS
Frank D. Jackson
2150 Washington Ave.

MINNEAPOLIS
J. E. Moor
3329 Dupont Ave. South

LOS ANGELES
Louis Andrews
623½ South Grand Ave.

CANADIAN DIVISION
Dominion Paper Box Co., Ltd.
469-483 King Street, West
Toronto 2, Canada





1

PACKAGING PAGEANT



3



4

1. A young lady's fancy lightly turns to thoughts of a new wardrobe and fresh cosmetics when spring comes along. Beauchamp Perfumes, Inc. have developed a face powder and package that would seem to delight the feminine world. The powder container is covered in a soft white kidskin with surface decoration restricted to the name "Beauchamp" in delicate lettering. The container is one which needn't be put away in the drawer—it adds a note of decoration to the dressing table. What's more, the powder section on the inside may be lifted out by means of tabs, and re-fills purchased as desired. The outer container which protects the white kidskin box is of white cardboard and utilizes similar surface decoration. The inside is lined with corrugated paper to further protect the powder box. Designed by Harry C. Handwerger of Beauchamp Perfumes, Inc. Outer container supplied by Perfumers & Jewelers Box Co., Inc.

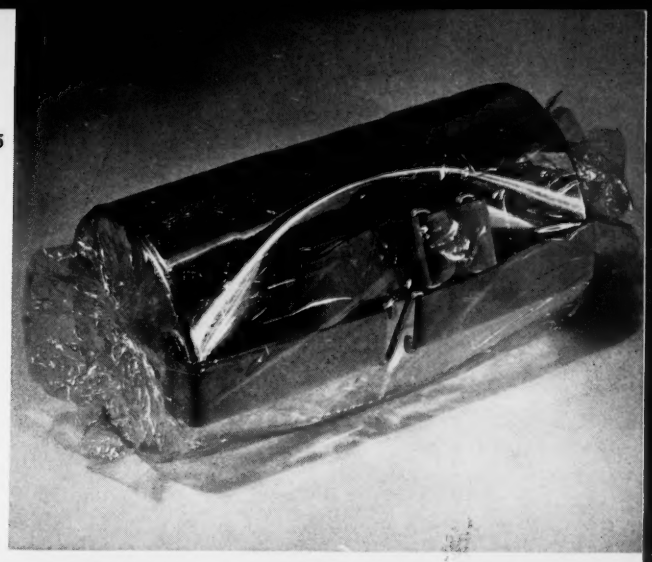
2. Pompeian Milk Massage Cream has recently been re-packaged—new jars, labels and caps. A clear glass for the jar was adopted so that the pink cream could show through to harmonize with the maroon colored cap and label. The lithographed closure bears the product name and trade mark in gold and reverse lettering. The counter unit in silver foil and maroon trim folds flat for shipment and is so constructed as to hold an actual jar of the cream when erected. Jars supplied by the Maryland Glass Corp.

3. A novel yet practical package is utilized by Carter's for its Inky Racer set. A lithographed metal cylinder houses the two bottles of fluid which serve as an ink eradicator. The bottles are so designed as to fit snugly into the cylindrical container and are topped by Kimble glass dropper caps which provide instant and easy use while achieving, at the same time, a leak-proof seal.

4. The Hygrade Food Products Corp. are now packing their salad dressing in jars which utilize vapor-vacuum caps. The lithographed cap, in a color combination of cream and brown, is designed to harmonize with the label design, achieving a nice tie-up and likewise blending nicely with the color of the product itself. The closure advertises and reminds the consumer of other Hygrade products. Closures by the White Cap Co.

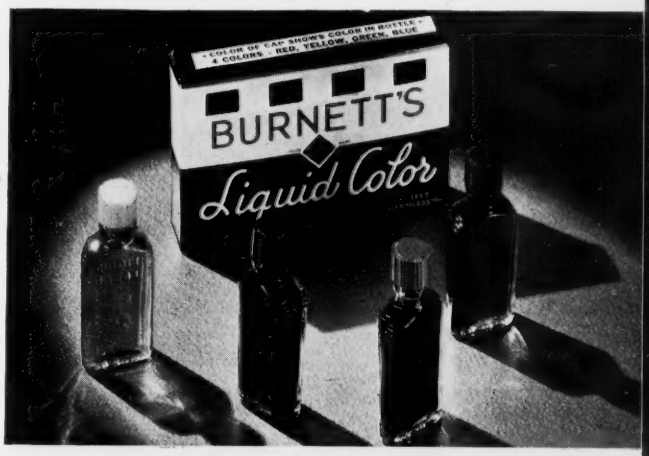
5. This novel device, known as the Sure Swim, a product of Padl-eze Sales, Inc., is used to teach beginners to swim by holding them on the surface of the water. The unit is merchandised in a transparent wrap, undecorated and left completely free of design in order that the product itself may be clearly seen. This permits the consumer to get a clear view of a product which is new and novel and which, in itself, provides ample decorative background. Wrapper by the Sylvania Industrial Corp.

5



6. The Joseph Burnett Co. has adopted a combination color kit to provide consumers with a compact and easily used unit. The carton, which accommodates four bottles of color, has four die-cut windows which permit a view of the bottle caps. The cap on each bottle is of a color corresponding with that of the contents and consequently gives a quick visual identification of the food color in each container. Bottles by the Owens-Illinois Glass Co.

6



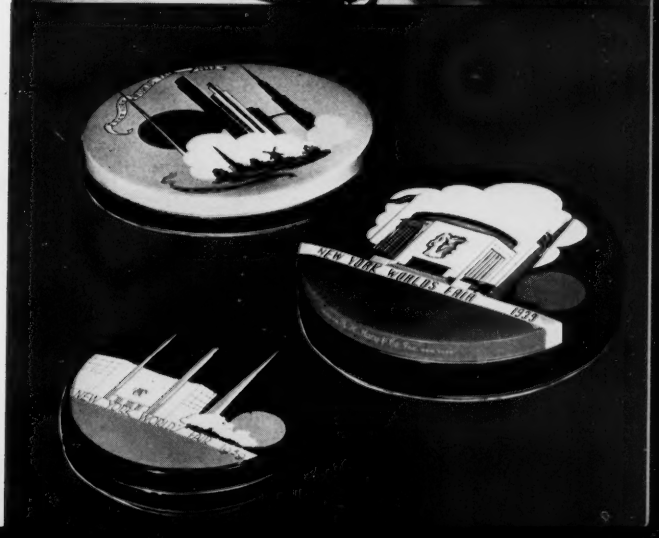
7. A redesigned product and a redesigned package. The Chatillon scales, formerly made with a metal housing and now made of plastics branded with the product name, are being presented in new cartons with transparent windows which permit a view of the scales packaged within. The individual cartons are shipped and displayed in a container which duplicates the color scheme of the scale sales package, blue and white being utilized. Cartons by The Warner Brothers Co.

7



8. Here's an attractive assortment of metal containers for candies, nuts, cookies, etc., that incorporate decorations to tie-in with the New York World's Fair. Original designs in color combinations of blue, orange and white, the containers would seem to find a wide acceptance among visitors to the Fair who might want a souvenir for themselves or for their friends. Containers designed by Clarice Saymon and manufactured by The Seymour Products Co.

8



9. A new patented carton has been developed for Tapepax tape and binding, a product of the Laurence Tape Co., which had formerly been wrapped in cellophane. The new package is not only economical, but it provides a convenient dispensing unit, keeps the product clean and sanitary until the complete roll is used and lends itself to display on counters and provides dealers with a unit which stocks neatly. The white cardboard carton is lithographed in blue and red to achieve an attractive and clean looking unit. The tape feeds out of the carton freely through an undercut slot and the slot, at the same time, holds the free end of the tape securely in position. Cartons by American Coating Mills, Inc.

9



You make thepr
WE'LLM



neproduct...
LLMAKE THE PACKAGE



Let Armstrong's Package Design Bureau help you select the RIGHT glass and closure combination for your product



The complete line of closures sold by Armstrong's Glass and Closure Division includes corks of all types, metal caps, Artmold (molded plastic) caps, crowns, applicators, and CEL-O-SEAL (made by du Pont—sold by Armstrong), caps and bands.

THESE days, Armstrong fits into the glass-packaging picture more completely than ever before. Supplementing our reputation as a source of supply for corks of all types, metal caps, Artmold (molded plastic) caps, crowns, and CEL-O-SEAL (made by du Pont) caps and bands, we're building a similar one for a complete glass-packaging service.

The Armstrong Glass and Closure Division, through its Package Design Bureau, handles the complete packaging job for you, from drawing board to finished container. In fact, it starts back farther than that. Before our designers sit down at their drawing boards, our research chemists and engineers study your product and its uses. Then we can determine what type of closure and container will best suit your needs.

Only after that preliminary research do our package designers get to work. And they produce a package that *is* a package. Out of their rich experience comes a design as easy on the eye as it is practical. It's one with sales-appeal, high visibility on shelf or counter, yet planned for production in the manner most efficient and economical for you.

~ ~ ~

Because such packages help boost sales, you find it easier to gain more profits—but this service costs you nothing extra. Armstrong's Package Design Bureau is ready to make over the complete glass packaging job on your products. For complete information and prices, write Armstrong Cork Co., Glass and Closure Div., 916 Arch St., Lancaster, Pa.

Armstrong **CORK COMPANY**

ARMSTRONG IS GLASS PACKAGING HEADQUARTERS

NINTH PACKAGING CONFERENCE

(*Continued from page 39*)

was delivered by Harry Carlton, of the Agricultural Experiment Station of the University of Tennessee. At this station, a great deal of experimental work of recent years in this field has been carried on and brought to commercially practicable stages.

Mr. Carlton said, in part, "The scientific application of modern refrigerating engineering to the processing and storage of food, has developed a new method of food preservation which, for lack of a better name, we call 'quick-frozen.' This new method preserves the foods which are adaptable to its processes, in a practically fresh state, retaining to a remarkable degree the appearance, flavor and nutritional values of the fresh product.

"Predictions have been made that this new method of food preservation will revolutionize our food distribution. If these predictions should prove correct, it seems logical that it may also revolutionize the packaging industry. Not only do quick-frozen foods require containers of somewhat different characteristics than are now being used for other processed foods, but they promise to add tremendously to the kinds and volume of foods packaged at the source, for delivery to the consumer.

"Early in the development of the industry, it was discovered that in order to retain the quality of quick-frozen foods, they must not only be kept frozen solid, but they must be held at a uniform low temperature until delivered to the consumer. As a result of research and experience, the industry has generally adopted zero degree Fahrenheit as a suitable storage temperature for all quick-frozen foods. Protection from the dehydrating effects of the atmosphere in the storage rooms at this temperature, presented a major packaging problem.

"Material manufacturers are meeting this problem with special types of cellulose wrapping materials, treated parchment and waxed papers and waxed paperboard cartons. The paperboard cartons are made of pure sulphite paper stock and treated with paraffin wax, using either the 'hot wax' or the 'cold wax' process.

"Critics of the hot process claim it is liable to leave unprotected spots and also that it gives a dull, unattractive finish, while the cold process gives complete coverage and a fine glossy finish. Nevertheless, both types are being used commercially with apparent satisfaction. These criticisms should be made the subject of tests by impartial research authorities. In fact, the whole matter of packaging needs impartial study and standardization.

"Because of the cost of low temperature storage, space economy is important. Under some conditions, especially in retail cabinets and in freezer-lockers, it is estimated that as much as one-third more food can be stored in rectangular packages than in round containers. This will be even more important when frozen food storage compartments become standard equipment for household refrigerators. Resembling a candy box or a book in shape, it is more conveniently carried home after the matinee or a late session of bridge, than the hard, round tin can, or loose products carelessly wrapped or in paper bags. The ease with which it can be opened, the contents removed and the empty paper carton disposed of, are all appreciated by the housewife.

"This does not mean the rectangular paperboard carton is the only or the best possible type container for quick-frozen foods. The industry is young and now, before its standards have been established and too much equipment has been built, the packaging industry has its opportunity to develop an entirely new and novel packaging procedure—if it can. In fact, unless package shapes, sizes and materials are standardized to a point where costs can be lowered by mass production, the industry may have to look for some other type package.

"It is true that the quick-frozen food industry has been without any effective general organization for considering its problems and adopting standards, but after reading some of the publicity regarding packaging procedures to suit individual processing methods and practices, I am afraid more than a little ballyhoo has crept into the situation. I cannot agree that individual products, all the various freezing systems and the many production procedures followed by packers, each constitute a distinct packaging problem.

"Up to the present time, the demand for quality frozen food has exceeded the supply and the packer has had no driving incentive to lower costs to a minimum. This condition cannot continue indefinitely."

Training Package Designers

At a luncheon session at which the annual Wolf Award was presented to the winner of the packaging competition sponsored by the American Management Assn., Irwin D. Wolf, vice president of Kaufmann Department Stores, Inc., addressed the diners on "The Problem of Training Package Designers." Mr. Wolf proposed the consideration of the practicability of establishing special training courses for package designers at one of the major universities.

"The avowed purpose and policy of the course," he said "would be to train a package designer to take his proper place in the present age of mass production; to harness the artistic and the practical; to study and interpret the trends of the day in terms of packaging. I would have my student pass a board examination that would determine his fitness to be a package designer. Certain standards would be set up and students admitted only on the basis of one year's apprenticeship. If, after the year were finished, these students were found incompetent or incompatible with the type of training offered, the course would no longer be open to them and they would be asked to find some other field. Their progress would be measured and if not found up to a certain standard, they would be released. They would be thoroughly trained in color harmony by the actual use of color; physical contact with it. They would be thoroughly trained in typography and layout by the actual operating of printing presses and type setting machines, as well as the pro-

HAZEL-ATLAS PRESENTS . . .

THE

Lightweight Review

STARRING THOSE NATIONALLY POPULAR FAVORITES

Masterline.....*in 27 sizes*

Modeline.....*in 26 sizes*

Jelline.....*in 7 sizes*

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duction of the layout itself. All problems given would be actual problems and the work built up from the bottom. They would be thoroughly trained in materials and they would be given all types of materials to work with and their courses so laid out that it would be required to study the inherent qualities and possibilities of various materials. This would include trips to factories and possible cooperation in material factories to get actual experience. They would be given an elementary Engineering course which would be laid out so that they would have enough technical knowledge to know that which was practical, and to reject mere outward show. Then they would be given a course in 'consumer sales relationship' which would teach them how to correlate all of the things they knew with the factor of competition."

Food Law Symposium

With Dr. L. V. Burton, editor of *Food Industries*, presiding, a symposium on the subject of "Packaging and the New Pure Food, Drug and Cosmetic Law" was addressed successively by Ole Salthe, consultant to the Food and Drug Administration of the U. S. Department of Agriculture, who presented the government viewpoint; by Fred Griffiths, president of the Pennsylvania Drug Co. and secretary of the National Association of Chain Drug stores, speaking on behalf of the retailer; by Robert Wilson, attorney for the Associated Grocery Manufacturers of America, presenting the legal point of view; by E. A. Means, vice president of Bristol-Myers Co., speaking for the manufacturer's viewpoint and, last, by Martin Ullman, who approached the subject in his capacity as a package designer.

Mr. Salthe, in delivering the principal address, stated as his opinion that the greatest difficulties arising out of the new law came as a result of faulty or careless reading of the law and the accompanying regulations. Much confusion, he maintained, could be eliminated by careful reference to pertinent sections of the legal enactment. Mr. Salthe outlined those things which the law has required manufacturers to do and those categories of products for which exemptions have been provided. Over 100 questions submitted from the audience were answered in the spirited discussions by the various speakers, the majority of the questions being addressed to Mr. Salthe.

Indicative of the concentration of interest which has arisen on this subject is the fact that this meeting probably set an all-time record for packaging symposiums, the afternoon session having been adjourned only somewhat after 6 P.M.

Lamination Development and Progress

The first of the second morning's sessions on unit packaging found D. S. Hopping, director of sales of the Celluloid Corp., presiding and introducing Alan S. Cole, general manager of Modern Packaging Magazine, who addressed the gathering on the subject of "Lamination, Its Development and Progress."

Mr. Cole said, in part, "Lamination itself is not a new art. Different types of paper have been combined in different ways as far back as the graphic arts have been recognized as an industry, but for our consideration today, we are thinking only of laminating as it means the combining of transparent films to any one of a variety of other materials by means of which new uses for old materials are found, and new materials are created having properties of strength, appearance and various types of protective qualities which neither of the combining agents had in themselves.

"Laminating in its present stage of perfection has been made possible through the development of a perfected cellulose acetate sheet or film, although to some extent, regenerated cellulose is still used for specific purposes. And in some cases where the protective quality of the combined sheet is of prime consideration, Pliofilm is employed. Cellulose acetate, however, has a number of qualities not held by other transparencies. For instance, it has a very high resistance toward atmospheric conditions, and the hydroscopic value of the film is such that after the initial shrink, which is negligible, there is no shrinkage or stretching of the sheet due to outside conditions. This stability eliminates the danger of curling or warping. The dialectric properties run very high and tests show a resistance exceeding 3000 volts per mil of thickness. Consequently, its use as an insulator is steadily growing.

"Finished laminated sheets may be divided into two types: one is the school of thought that provides for the printing of the image or message directly on the transparent material in reverse, and after this is done, the printed transparent sheet is laminated to the respective stock. Laminators employing this method believe that a better color value is obtained inasmuch as the pure color pigments are in direct contact with the transparent material, and it is comparatively easy to obtain full and solid coverages by this method.

"The other school laminates or combines a clear transparent sheet over the printed surface of the combining stock. Laminators using this method will tell you that it provides a greater degree of protection for the printed surface since, in addition to the protection of the film itself, there is an additional protective film of adhesive. Although I believe it must be admitted that any adhesive, regardless of how clear or transparent it may be, will affect to some minute degree the appearance of a printed surface. The latter process, however, is, naturally, the only process possible when the combining stock happens to be a fancy printed or embossed paper, a kraft or any similar type.

"We come now, first to the uses and then to the final marketing of the finished product which this new industry offers you. And while I might cover here some applications that have little or no direct connection with the packaging trades, yet a discussion of the possibilities available might serve to bring to light some thought or application for their use in someone's mind.

"First of all, your laminated sheet is about 100 per cent moisture-proof and almost completely water-proof. Secondly, it may be truly said that the sheet is 100 per cent scuff-proof. It may be scratched but ordinary



Whether we lithograph a thousand or a million metal containers for our customers they are alike . . . in color reproduction . . . in accuracy of register . . . in appealing beauty. The name of Heekin stands for outstanding metal lithography . . . at no increase in cost. Our best salesmen are our satisfied customers. Would you be interested in becoming one of them?

THE HEEKIN CAN CO.
Cincinnati, O.

HEEKIN *Lithographed Cans*
WITH HARMONIZED COLORS

handling will not mar it in any way. Its wearing qualities are tremendous. It will outlive and outwear the expectant life of any package. Its strength is almost fabulous. Many convincing tests have been made. For example, an ordinary coated paper was laminated with an acetate sheet. Before lamination, the paper was placed in a Schopper tester which broke the sheet after sixteen double folds had been made. After lamination, the sheet stood 1116 double folds. Across the grain, the same paper had an unlaminated double fold strength of 21 as compared with 805 after lamination.

"Again, a most interesting feature is the property of the cellulose acetate sheet which allows the penetration of ultra violet-rays. Ultra-violet rays are beneficial to plant growth, and it has long been recognized that exposure to these rays is essential for the propagation of the very important Vitamin D in the human system. The adequacy of ultra-violet ray transmission has been demonstrated by the tanning which can be obtained through acetate sheeting. The application of this feature in the laminating field has resulted in the development of glass substitutes. These consist of a sheet of cellulose acetate laminated to each side of an open mesh fabric. Such sheets are being extensively used for poultry house windows, hot and cold bed sashes, sun porches, animal shelters, etc. Official tests by the Electrical Testing Laboratory actually prove a penetration of up to 67 per cent of the beneficial ultra-violet rays.

"To the last, I have left the one great quality of sparkling appearance. We live in an age of exaggeration, in an age of brilliance; so much so that only a super-exaggeration today gets any large share of popular attention. Basically, this is the reason for lamination's popularity in the advertising, printing and graphic arts fields where its use is well established and sold. It will also be the reason in the carton and box covering fields for it affords an eye-catching gloss that nothing else matches within the same cost brackets. Every phase of modern merchandising and retailing is providing added incentive. The necessity for such qualities is apparent today to every progressive manufacturer.

"There can be no argument on the advantages of appearance and protection; and the larger and more progressive manufacturers will maintain their positions at the head of the pack just as they always have by being the first to adapt a newer and a better dress for their product. One of our largest manufacturers of garters, belts, suspenders, etc., is using a line of laminated window cartons and set-up boxes. More expensive than the same line without the lamination? Yes. But this company is proving every day on the sales barometer that its judgment is 100 per cent correct. After all, it costs more to put a pair of suspenders in any kind of a package than it does to sell that same pair of suspenders from the old-fashioned wooden display tree—doesn't it?"

Informative Labeling

As a follow-up on the extensive discussion on this subject held at last year's Conference, and to supplement that discussion with a review of more recent developments, a symposium was addressed by F. S. Blanchard of Pacific Mills, representing the manufacturer's point of view; Harold Brightman, vice president, L. Bamberger & Co., representing the merchant's point of view; Dr. Esther Cole Franklin, American Association of University Women, on behalf of the consumer.

While the discussions were extremely enlightening in so far as they went, it is regrettable that all three speakers restricted themselves largely to informative labeling as it applies to the textile field—a field confronted by very specialized problems and one which represents but a segment of the general problem of informative labeling. Thus the attendance at the conference found little in the discussions that would aid food, drug, cosmetic, hardware or other manufacturers toward an understanding of the rapidly accumulating developments in what might almost be called "the informative labeling industry" as these developments affect firms supplying merchandise other than textiles.

Packaging Clinic

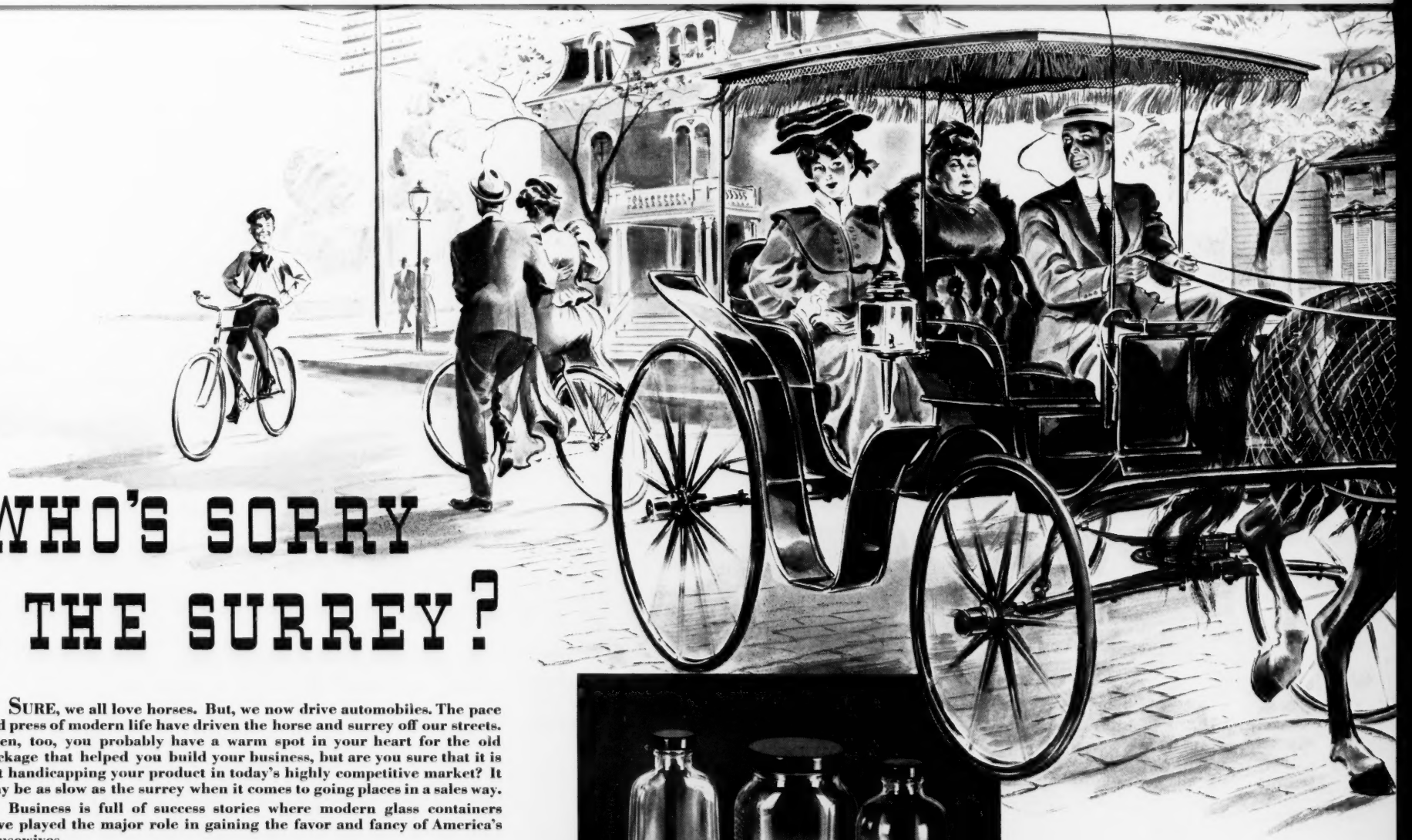
The Packaging Clinic, which has become a standard feature of the Packaging Conferences, was this year held under the chairmanship of Joseph Givner, assistant to the vice president of Sears, Roebuck & Co. Discussing the giant size packages from the platform were: As an expert on containers, W. F. Deveneau, sales promotion manager, National Folding Box Co.; materials, F. L. Triggs, advertising manager, Riegel Paper Corp.; design, Ben Nash; color, Arthur S. Allen; manufacturing, C. B. Wright, Cannon Mills; retailing, J. C. McGrath, advertising manager, W. T. Grant Co.

New Packaging Machinery

The first speaker at the packaging machinery sessions, Francis Chilson, industrial consultant, addressed the gathering on the subject "What's New in Packaging Machinery." Frank B. Fairbanks, secretary of the Horix Manufacturing Co., presided.

Mr. Chilson said, in part, "Because of the depression, the development of machines really new in principle and in application has been comparatively slow. The major part of packaging machinery progress has been in the form of improvements in design and increases in speed. It is very gratifying to me to observe the increasing tendency toward simplicity in design. Simplicity in design on the one hand means less expensive construction and on the other smoother operation, lower power cost and lower maintenance costs. It is gratifying to notice also, with reference to filling machines particularly, that the trend toward simplicity in design is making it possible to accelerate the speed of the cleaning operation which is so vitally important in so many industries.

"Simplicity in design has given us quieter machines, a factor of enormous importance in plant operation and in personnel relationships. It is obvious, too, that adjustability is becoming more and more imperatively necessary. The day of the expensive single purpose machine apparently has passed. The rapid introduction of new products and new packages is making it more and more



WHO'S SORRY FOR THE SURREY?

SURE, we all love horses. But, we now drive automobiles. The pace and press of modern life have driven the horse and surrey off our streets. Then, too, you probably have a warm spot in your heart for the old package that helped you build your business, but are you sure that it is not handicapping your product in today's highly competitive market? It may be as slow as the surrey when it comes to going places in a sales way.

Business is full of success stories where modern glass containers have played the major role in gaining the favor and fancy of America's housewives.

We believe it will prove worthwhile if you will put your problem before our Packaging Research Department. Your local Owens-Illinois representative will be glad to arrange this. No obligation is implied or entailed. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS

"FIRST IN GLASS"



● **Capped by Mercury! Three Owens-Illinois containers with the economical—attractive—and quick-sealing Mercury Cap. The new Mercury Cap is ideal for a wide variety of products. It is obtainable in colors, either lithographed or plain. The bottles illustrated are, from left to right, Futura Extract, O-I Oval and Boston Round.**

We will be glad to send you a reprint of the surrey illustration (without advertising) upon request . . . Please mention this publication.

imperative for packaging machinery of all types to be designed for quick adjustability.

"There is still a very great need for simple, semi-automatic machines and hand packaging devices and tools. I believe that most progressive machinery manufacturers have seen the handwriting on the wall and we can look forward, in the next five years, to more efficiently designed adjustable packaging machinery, a condition which will come about through the wider use of patent pools and the employment of machine designers who have had practical production experience in the packaging industries. It is a fact that one reason for the lack of even faster progress in the development of new packaging machines is due to the employment by machinery builders of engineers who have had no practical production experience. This is borne out by the fact that many of the new machines that have been introduced in the last ten years were developed in the first instance by very small, comparatively unknown organizations which were founded by mechanics or engineers who had had production experience and who decided to capitalize that experience in the exploitation of new equipment."

Glass Industry's New Course

Mr. Chilson was followed by Dr. J. H. Toulouse, technical sales engineer, Owens-Illinois Glass Co., who discussed the nature and the import of the redesign program of the glass container manufacturing industry "first in the reduction of weight of containers and second in the better adaptation of glass design both to the machinery that forms the container and to the machinery that handles it in its function as a container."

"Reduction in the weight of glass containers," Mr. Toulouse said, "has several important advantages. The ware can generally be sold at lower cost, because less material is required to form it. It furnishes shipping advantages to and from the place of its use as a container. Because both weight and bulk are reduced, more containers can be placed in a freight car or truck. Less space is required in the warehouse, on the grocer's shelves and in the housewife's pantry and refrigerator. Smaller bulk and weight and the changed shipping conditions they allow, reduce case costs. In many other ways, lighter weight can reduce the share of the container as part of the cost of the finished article of commerce.

"On the other hand, there may be some disadvantages in lighter weight. It may not always be possible for the glass manufacturer to make lighter weight bottles at the same speed as the heavier. Then, while there may be no savings in forming expense to pass along to the consumer, the latter can still have the remaining advantages. It may be necessary to suggest redesigns for the bottle that are not fully acceptable to the user of the ware, if the full advantages of lighter weight are to be gained."

Package Personnel

Palmer J. Lathrop, production manager, Bristol-Myers Co., spoke on "The Human Equation in Package Production." Mr. Lathrop listed twelve suggested questions to supplement the technical check list for packaging equipment. These were:

"1. Does the foreman share your opinion as to the need for the new equipment?
2. Does he know that you are negotiating with manufacturers for new equipment?
3. Have you asked him for his opinion as to the relative merits of the several machines under consideration?
4. Has the foreman discussed these matters down the line with his mechanics, supervisors and operators?
5. What ground work has been laid toward preparing the working force for and interesting them in the new equipment?
6. If there is similar equipment available for demonstration in your vicinity, have you taken your mechanical and operating foreman to see this machine with you?
7. Has the machine height been decided upon from the standpoint of convenience of installation, or from the standpoint of convenience of operation?
8. Does the installation conform with the principles of motion economy as related to the work place?
9. Does the installation conform with the principles of motion economy as related to the design of tools and equipment?
10. After the equipment has been installed and in operation, has the operator been asked his opinion of the installation?
11. If you are having trouble with the operation of the new installation, have you asked the operator if he knows what might be wrong with it?
12. In designing the layout of the equipment, was careful consideration given to the number of steps that the operators will be required to take in order to keep the unit running smoothly?"

The afternoon session devoted to machinery found a panel of packaging machinery and package production authorities engaged in a rough and tumble discussion of a long series of questions submitted to them by the audience. H. A. Sumner, assistant general manager, Norwich Pharmacal Co., presided.

The speakers representing packaging machinery suppliers were: Charles L. Barr, vice president, F. B. Redington Co.; George Mohlman, vice president, Package Machinery Co.; Carl Lambelet, president, New Jersey Machine Corp.; George Pond, vice president, Pneumatic Scale Corp., Ltd.; C. E. Schaeffer, sales manager, Stokes & Smith Co.; L. R. Muskat, secretary, Triangle Package Machinery Co.; Wallace D. Kimball, vice president, Standard-Knapp Corp.

Those speaking as production men were: George R. Webber, manager, Package De- (*Continued on page 86*)

Quality Cartons...

AND HEALTH PRODUCTS ARE PARTNERS



People do not gamble on health products that look cheap—it's too dangerous. The products shown are mostly everyday competitive stock items. They are packaged in Ridgelo because they must be clean, bright dependable-looking. In the new cartons made necessary by the Food, Drug & Cosmetic Act, quality will be judged even more closely. On this basis of reliability Ridgelo cartons are worth every cent they cost. Think twice about boxboard and you will avoid the risks of bargain boxes by standardizing on uniform, sales-building Ridgelo Clay Coated.

Ridgelo
CLAY COATED
BOXBOARDS

The leading clay coated boxboard used by independent converters.

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives: E. C. Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago
H. B. Royce, Detroit • Blake, Moffit & Towne and Zellerbach Paper Company Pacific Coast • A. E. Kellogg, St. Louis



The component parts of the ingeniously designed Coty tandem tester are here clearly shown.

PLASTICS FOR PERFUMERS

The cosmetic industry is showing increased ingenuity in adapting these versatile materials for toiletry merchandising

When plastic materials were first proposed for packaging purposes, both the plastics themselves and the processes of molding them were in a relatively crude state and plastic package parts were not considered for use by such "high style" industries as those represented by the makers of cosmetics, toiletries and perfumes.

The newer plastics and new methods of molding have, however, substantially changed this situation and today cosmetic manufacturers seem to be vying with each other in the development of new and ingenious applications of plastics. An outstanding recent example is the "tandem" tester developed and sponsored by Coty, Inc. This is a sampling device designed to introduce the firm's rouge and lipstick and to link these to the more widely publicized "Air Spun" face powder which Coty sponsors. The unit, consisting of three injection molded parts and carrying sufficient samples of both rouge and lipstick, is designed for presentation as a gift or premium with the purchase of a dollar box of the face powder.

Transparent crystal clear plastics are used to form the receptacle for the rouge disc and identifying legend is stamped in gold roll leaf on the back face of this portion of the tester, the rouge itself serving as a brilliant red background for the lettering. A similar molding is used to form the transparent slip cover for the rouge compartment. Snapped into position on the base of the tester and so arranged as to permit its pivoting to any angle, is a brilliant red molded lipstick case into which a molded lipstick holder is inserted. Thus the four plastic parts together form a convenient purse unit with the lipstick permanently linked to the rouge. *(Continued on page 93)*

The Roger & Gallet demijohn is here shown removed from its molded urea "wicker" basket.





COMPARE the Anchor Amerseal Cap from any angle—analyze its sealing efficiency, economy of initial cost, ease and speed of application either by hand or machine; note its ease of removal and its trim appearance—and you will find that it more completely meets all of your varied requirements than any other lug or continuous thread type of closure. Samples of caps, and glass containers too, if required, will gladly be supplied free of charge for test purposes. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, N. Y. and Toronto, Canada. *Closure Division of Anchor Hocking Glass Corporation.*

ANCHOR HOCKING GLASS CAPS
-an unbeatable combination

Beacon Caps, too





BEACON CAPS, TOO—Similar to Amerseal Caps in that they apply and remove with a simple quarter turn. However, in this case the lugs are turned in, thus providing a smooth, sleek skirt and exterior.











SWIFT'S
Jewel
ING

Creators Designers and Producers of

BOOKLETS	DISPLAYS	CUTOUTS
FOLDERS	POSTERS	CARTONS
CALENDARS	CAR CARDS	WRAPPERS
ART PLATES	BASKETS	LABELS
	FESTOONS	
	MERCHANDISERS	
	PACKAGE INSERTS	
	STATIONERY	
	PRINTED CELLULOSE (in rolls and sheets)	



POSTERS

FORBES LITHOGRAPH CO.

P.O. BOX 513 · BOSTON

NEW YORK · CHICAGO · CLEVELAND · ROCHESTER · DETROIT

MODERN DISPLAY

DISPLAY IDEA FOUND IN THE PRODUCT ITSELF

Many an elaborate display has fallen far short of successful selling because of a failure to effect a close tie-in between the display and the product itself. Such tie-in is particularly important in the case of small counter units for products whose packages do not readily lend themselves to incorporation in the display. An extremely apt illustration of an intelligent solution to this problem is found in the new trade mark display developed for Conmar Products Corp.

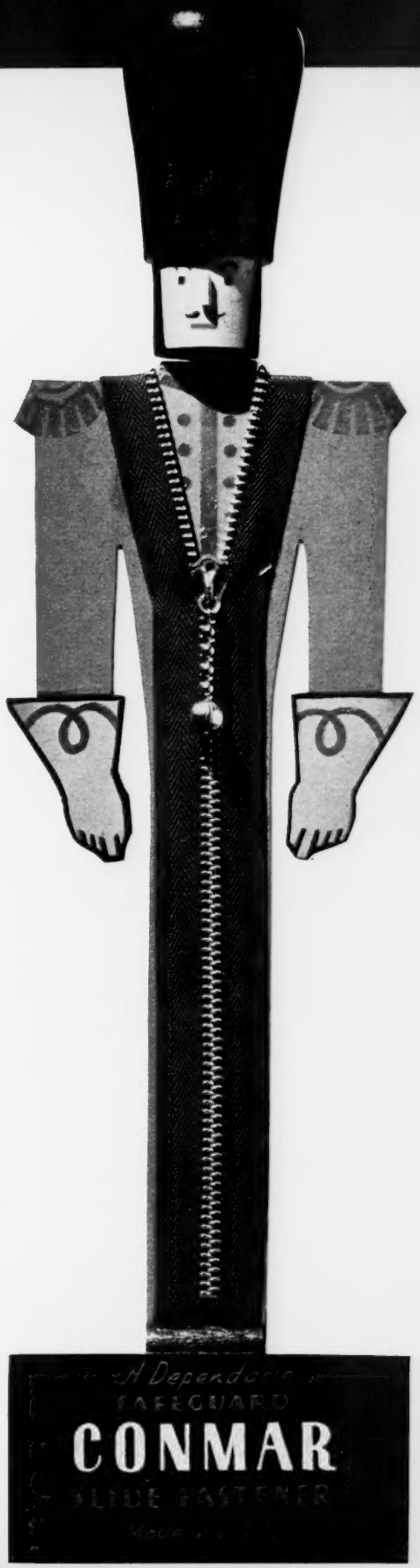
The designers here sought to develop a means of demonstrating the product readily in the store, a device which would permit both the sales clerk and the consumer to examine a slide fastener, to work it up and down and to ascertain its special features under actual working conditions.

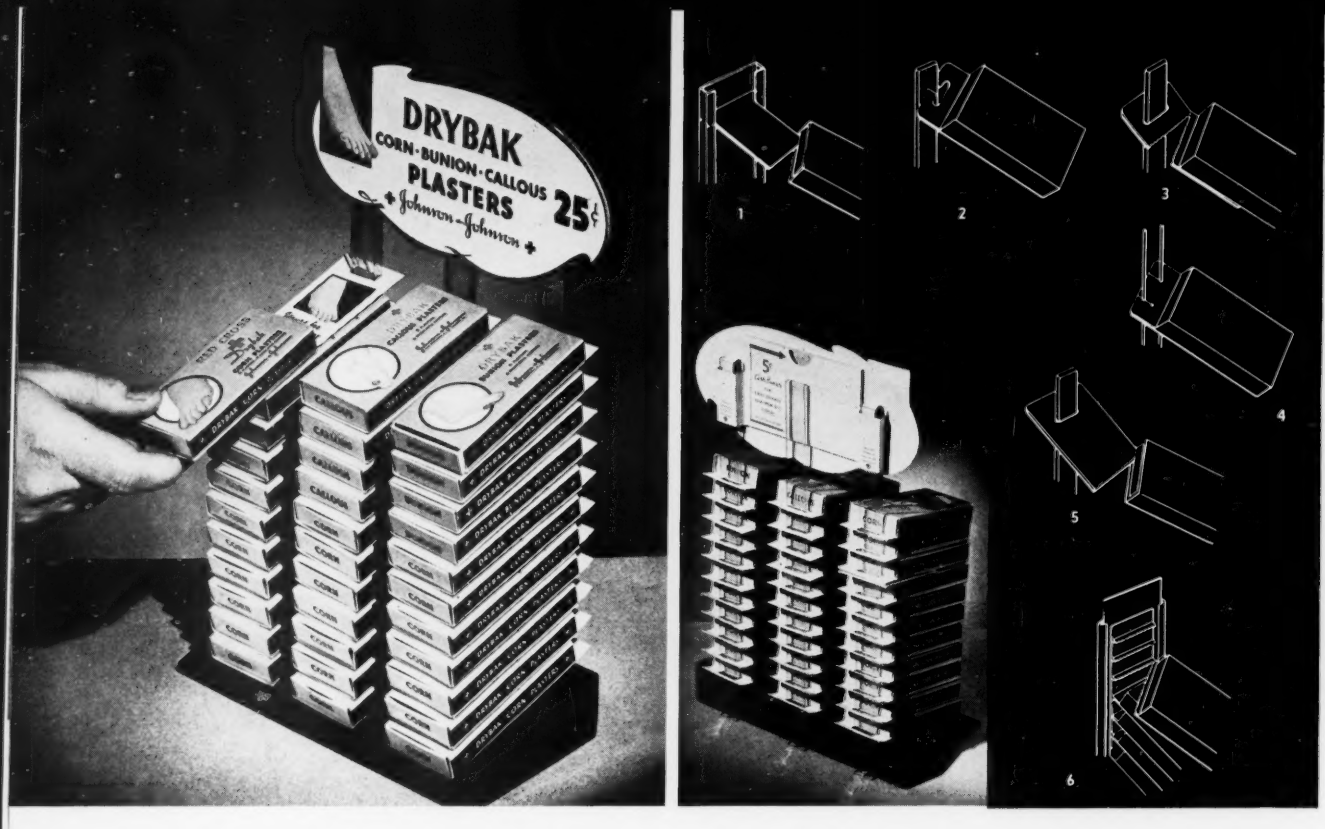
But this demand for a demonstrator was felt to be but one facet of the problem. A trade mark was also sought—some device by which the demonstrator and the product could be linked in the consumer's mind with the product name. To this end, a colorful display figure was designed, standing about 14 in. high and made of a few pieces of brightly painted plywood paneling and a few woodturnings. To carry out the implication of the company's slogan "A Dependable Safeguard," the figure was made to represent a British Guardsman in full uniform.

The slide fastener was readily incorporated into this uniform dress on the front panel of the display and thus inevitably effects a tie-in, in the consumer's mind, between the figure, the product and the product name. At the same time, the display affords an opportunity to demonstrate the smooth action of the zipper and, by involving the observer in an actual handling of the display, further impresses the trade mark and product name upon the consumer's mind.

The company reports a demand from retail stores for counter and window displays far exceeding its original expectations and, in addition to preparing larger sizes of the unit for back counter and for window use, the trade mark has now been extended for use on die-cut tags, on labels, etc.

Credit: Designed by M. J. Eisler, Mears Advertising, Inc. Produced by Walter Marshak.





The counter display is here shown in front and back position. Note the relatively large quantity of merchandise carried on a small counter area. Line drawings illustrate six variants of the attaching tab.

MAXIMUM STOCK DISPENSER

places a large assortment of Johnson & Johnson corn plasters on a minimum counter area

A new type of counter display has recently been adopted by Johnson & Johnson to promote the sale of Drybak foot plasters. The unit incorporates a number of unusual merchandising features dependent upon the use of a device known as the "Sho-Tab."

The "Sho-Tab," as its name implies, is a paper tab used to attach the carton to the display and thus to permit shipment of the merchandise in assembled position with the display ready for use by the dealer on the counter. The display, as developed for Johnson & Johnson, consists of a wooden base with three vertical cellulose acetate uprights. These are rectangular in section and the merchandise to be displayed is attached to them by means of paper tabs, die-cut to fit securely over the uprights. The tabs are sized to afford a reasonably tight fit when inserted into the ends of the cartons so that a slight pull is necessary to remove a package. The die-cut holes, which correspond to the cross section of the uprights, keep the packages in neat, orderly alignment, providing full visibility fo rthe stacks of packages.

On the top of the uprights, a head piece bearing a sales message regarding the product has been placed. On the back of this head piece is an envelope containing cash redemption cards, since the dealer receives a premium for each package sold from this particular display unit.

The tab principle, for which patent applications are now pending, is capable of a number of variations, some of which are here illustrated. The tabs may be designed to stack into slotted uprights or to detach in a number of ways from the upright portion of the display. For all variations, it is claimed that this form of attachment to the display provides a substantial deterrent to theft, while still making it easy for the purchaser to remove desired merchandise. The method likewise aids in merchandising an orderly arrangement of packages on the counter, and permits the removal of packages from any position in stack. This latter point is of some advantage where packages contain merchandise of assorted sizes or colors.

Credit: The Display merchandiser was designed and executed by the Design Center.

PACKAGES PROVIDE THE THEME

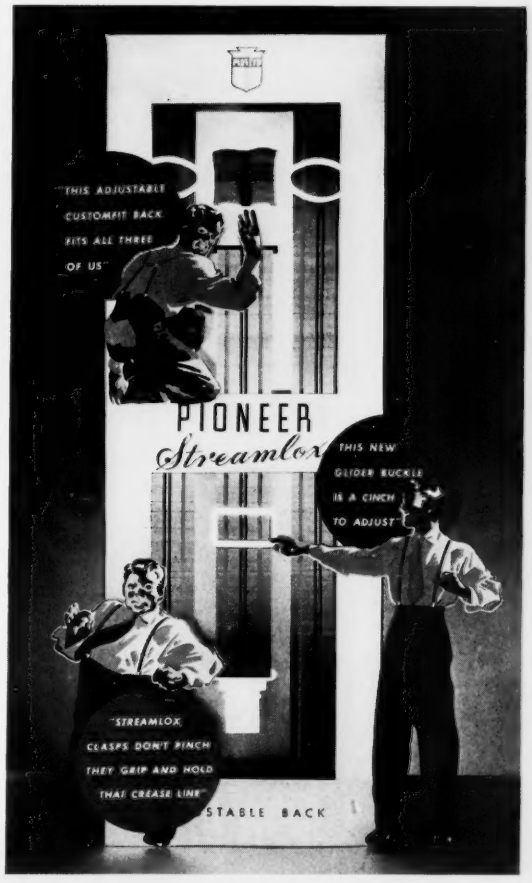
for Pioneer's new series of silk-screened belt and brace displays

Utilizing colorful silkscreen work in cleverly die-cut and ingeniously constructed displays, the Pioneer Suspender Co. has produced a series of three units designed to win a prominent position for its merchandise on the counters of stores not ordinarily given to the use of manufacturer-supplied display material. The series includes a counter and a window unit, slotted to permit insertion of actual belt packages and a lighted window display simulating, in giant size, the die-cut folding carton which distinguishes Pioneer braces.

The latter display utilizes a translucent panel to illustrate the actual braces with a light box so set behind the panel that a flasher operated bulb will intermittently illuminate the metal portions of the brace illustration and thus call attention to these features. Small illustrations of figures point toward these parts and accompanying copy further illuminate the story.

The window and counter displays for belts are so constructed as to permit their shipment "in the flat" although both present a three-dimensional appearance when erected—the depth of each unit being further emphasized by the solidity of the packages which fit into place on each in slots die-cut for this purpose.

The three displays were designed by Merchandising Arts, Inc. Silkscreen work by the Color Process Co.



1



3



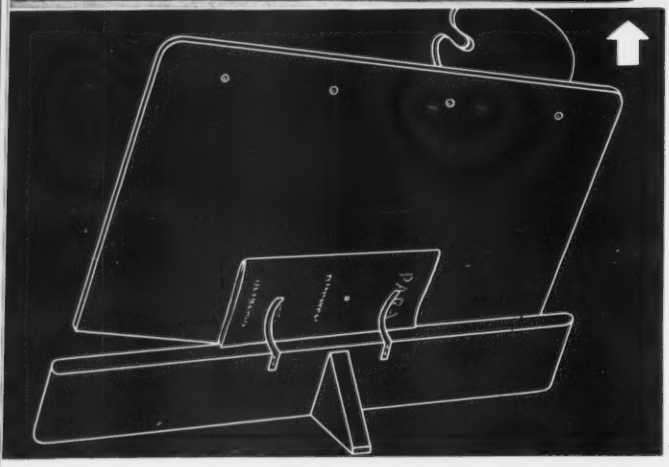
2

1. Illuminated by an intermittent flasher located in a light box formed by the extension of the side walls behind this display, Pioneer's brace demonstrator calls visual attention toward the three special features of the giant brace. **2–3.** Silkscreen illustrations and the use of actual packages as a part of the display distinguish these counter and window units sponsored for spring promotions by Pioneer.

Display Gallery



1



1A

1–1A. An ingenious method for the merchandising of shower curtains is demonstrated by this Para "selector" counter display. The unit is constructed of wood and fibreboard, silkscreened in blue and silver. The company name at the base of the display is executed in raised cut-out lettering. Four plastic bound books, which can be examined on the display or easily removed from suspension hooks, contain sets of swatched pages and curtain photographs. A chart of 21 suggested color schemes, which forms an integral part of the unit, provides the consumer a convenient means of selecting harmonizing shades which complement or accent the bathroom scheme. The back of the display, as shown in the line drawing, provides space for reading material concerning Para window drapes to match the shower curtains. This provides the salesclerk with added material for increasing the unit of sale. The reading matter is held in position by means of two steel clips. The wooden easel, integral with the wooden base, firmly supports the unit. Display created by the United Advertising Agency.

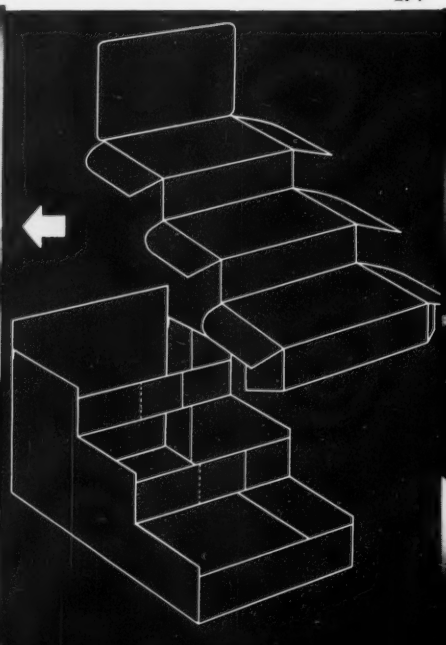
2–2A. This Shefford cheese counter display incorporates several outstanding features. Of two piece construction, it can be shipped flat and quickly and easily erected by the dealer. The two sections of the unit are lithographed to simulate the regular Shefford sales package labels. The entire unit is so designed as to require only twelve actual $\frac{1}{2}$-lb. packages or a weight of 6 lbs. The sturdiness and simplicity achieved, together with the low cost of keeping it stocked, have made this a "repeat" display, it being reported that the unit is now in its third edition. Display developed by C. S. Macnair & Associates.

3. The Raygram negative processing kit offers photographers all the items necessary for the production of the negative. Ray-Del, a negative developing powder and Ray-Stop, a product likewise used in processing negatives, are packaged in fibre bodied cans with tin tops and bottoms. The containers are each of double compartment construction. Thus there are two compartments, A and B, each containing a different powdered chemical. The Ray-Fix container is likewise a fibre bodied can with tin top and bottom. Here the can is supplied with a tin closure and in place of the double compartment design, a smaller container is found

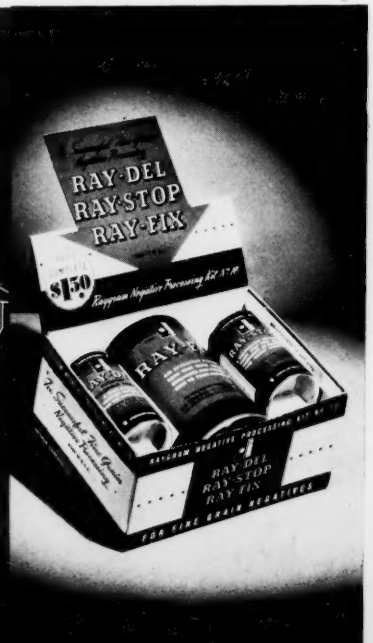
2



2A



3



within the larger package. Each individual container of chemicals contains decalcomania labels for identifying bottles for storing of finished solutions. Labels on the cans are of green, yellow and black and the shipping-display container is executed in a similar color combination. The packages rest in the display container on a die-cut platform which holds them steady during shipment and provides visibility for counter presentation. The carton has a scored bottom which is so designed as to hold the display in a tilted position for improved visibility. Entire unit designed by Albert Greenfield of Raygram Corp. Fibre cans by the Seeley Tube & Box Co.

4. Swift & Co. promotes its ham for the Easter holiday with this window display which appetizingly presents baked ham as an ideal dish for Easter. Comic bunnies direct attention toward the full-color ham while messages serve to tie-up the illustration with the holiday. Sales packages, placed around the central display unit, serve to further dress up the window and, at the same time, to acquaint consumers with the package if they are not already familiar with it. Unit lithographed by the Goes Lithographing Co.



4

5. The counter display for Smith Olive Company's newly designed tumblers for Mantilla Olives cleverly holds two actual containers in holes die-cut in the triangular "front easel" which supports the unit. Thus the new re-use containers may be viewed and even handled by the consumer. Labels on the tumblers are executed in olive-green and gold and the display is designed to complement both the labels and the contents of the packages to achieve an harmonious presentation. The back panel of the display unit provides ample space for the insertion of price markings. Safedge tumblers and display card by the Owens-Illinois Glass Co.



5

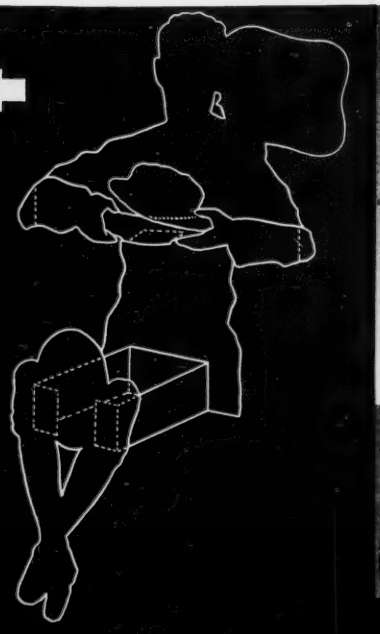
6–6A. The flexibility of this cardboard display for Hecker flour may be noted in the line drawing. A number of interchangeable pieces showing various items—a cake, a pie or biscuits—that can be made with the flour are inserted in the boy's hands, thus enhancing the merchandising value of the unit. The section joining the body of the boy to his legs folds flat in shipment and when the young Hecker boy sits on the merchandise, as illustrated in the photograph, a full flour sack rests on this platform. Direct color photograph achieves a realistic presentation. The unit was conceived and manufactured by the Einson-Freeman Co.

7. This unit is known as the "extra sales case" because while the front of the metal case contains a permanent display of Bauer & Black Blue-jay products, the back is occupied by a sliding steel drawer in which the dealer may display as many as 16 items of his own choice. The unit is 24 in. wide and 18 in. deep, standing $2^1/_8$ in. high, a size convenient for the counter. A plate glass top protects the products from handling and dirt. The drawer is felt lined and is designed with partitions that adjust every $^1/_2$ in. Rubber feet protect the counter against scratching and likewise prevent slipping. Display made by the Advert ising Metal Display Co.

6



6A



7



Be Sure to See

"PACKAGING... A PUBLIC SERVICE"

Modern Packaging's 1939 Motion Picture, A Dramatization of the Packaging Industry and Featuring the All-America Winning Packages in Full Color and Sound



Here are all the All-America Award-Winning Packages and Displays in their full beauty . . . shown in natural color . . . intelligently and vividly described . . . an educational motion picture that will be enjoyed by any audience . . . and *particularly* relished by sales, advertising and production executives.

We know it will be well worth your while to view this fine film when shown, before long, in your locality.

We will gladly tell you . . . if you wish . . . if or when a showing of *"Packaging—A Public Service"* will take place in your own city . . . or we will cooperate to arrange a booking for your company or organization if we can still fit a date in the schedule.

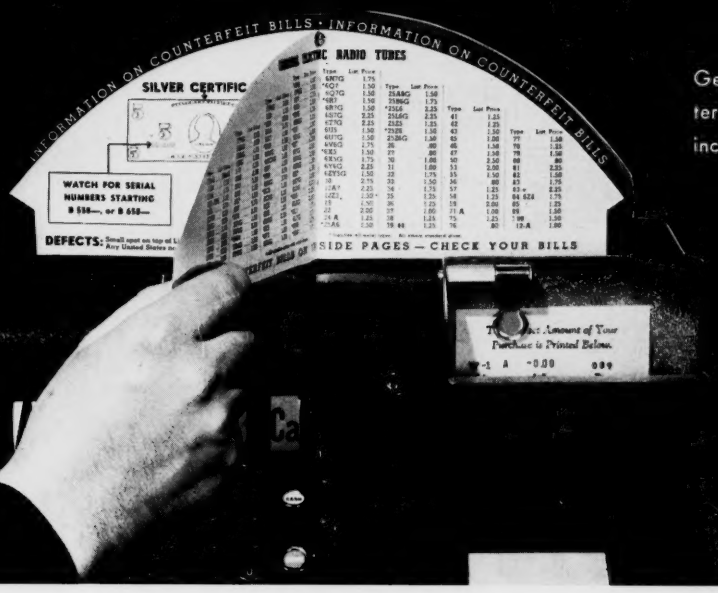
"PACKAGING...A PUBLIC SERVICE"

Presented By

MODERN PACKAGING

CHANIN BUILDING, 122 East 42nd Street, New York, N. Y.

Dual Use Wins the Dealer



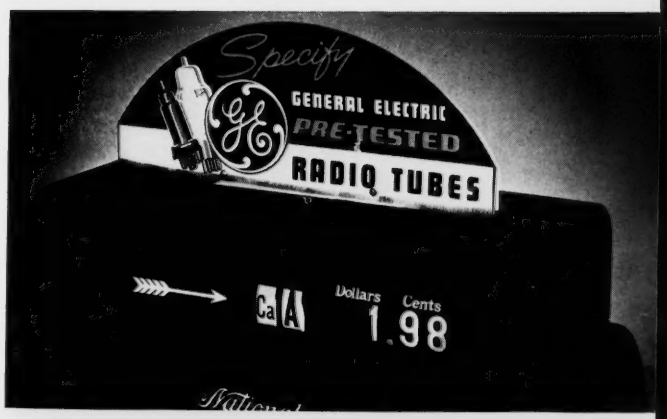
General Electric earns top of register position for radio tube display incorporating counterfeit bill data.

Some day, some destroyer of display fetishes is going to study the actual plus-or-minus value of "next-to-register" display positions. But until then—and possibly after—the one thing that brings the greatest joy to any display planner will always be a unit that gets itself into position close to the register—and stays there!

Such a unit has recently been created for the General Electric Co. and has won a position not merely near, but actually on top of 7500 selected dealers' cash registers. The two problems of getting the sign to adhere to the register top with some substantial degree of permanence and of getting the dealer to allot this valuable space were both solved in ingenious fashion.

The displays are delivered and installed by jobbers' salesmen, who merely remove protecting fabric strips from the base of the unit and thus expose two strips of extremely tacky adhesive material. Positioning the unit on the register is all that is then necessary to secure a firm bond. To adjust the display to different types of register tops, the salesman has only to bend the extended metal "feet" of the unit slightly to conform to the curve of the machine housing.

The front face of the unit, i.e., the face seen by the customer, is lithographed in a design utilizing orange and two shades of blue in conjunction with the silver color of the metal itself. To the rear face is cemented a 12-page booklet which provides the key to the deep interest which dealers have shown in the display. The center spread of the booklet lists all types of G. E. radio tubes with their list prices—data, in itself, handy to have around the cash register. The remaining pages, however, provide the basis for demanding—and getting—register position for the display *(Continued on page 98)*



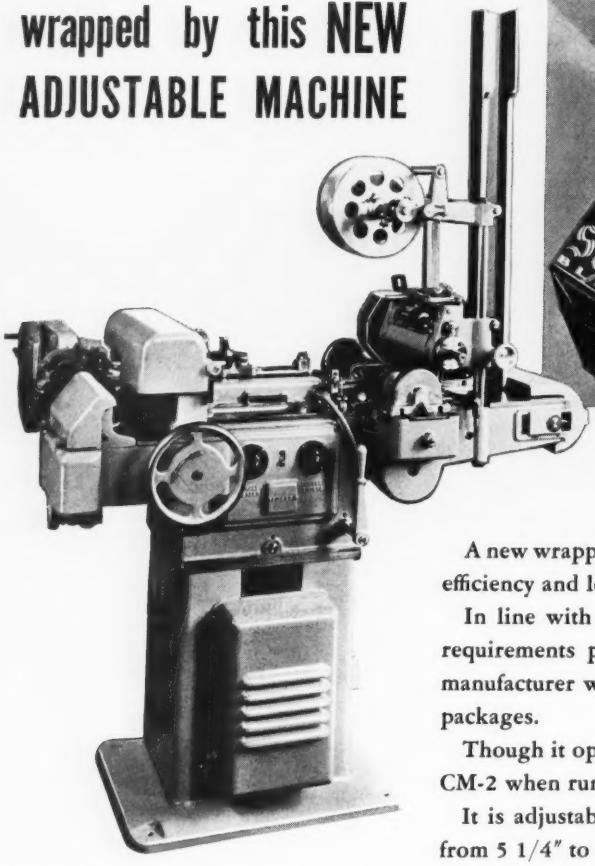


At top, the display is seen in "dealer's eye view" showing the booklet carrying price and currency data. Bottom photograph illustrates method of attachment. The protective fabric flap is being removed from the adhesive base.

250 packages per minute

wrapped by this NEW ADJUSTABLE MACHINE





MODEL CM-2

●

Folder on request

Ask our nearest office how we can be of service to you on packaging problems.

A new wrapping machine that has chalked up a new record for speed, efficiency and low operating cost!

In line with our policy of designing machines to meet particular requirements perfectly, the CM-2 has been built especially for the manufacturer whose products are put out in comparatively small size packages.

Though it operates at extremely high speed, you can barely hear the CM-2 when running—striking evidence of its smoothness.

It is adjustable for various sizes and its approximate range covers from 5 1/4″ to 1 1/2″ in length, 3 1/2″ to 5/8″ in width and 1 1/4″ to 3/8″ in thickness. In addition to the usual type package, the CM-2 also wraps boats containing loose articles. Uses plain, moisture-proof, or heat-sealing transparent cellulose in roll form.

May be fed automatically from cartoning machine.

Write for complete information.

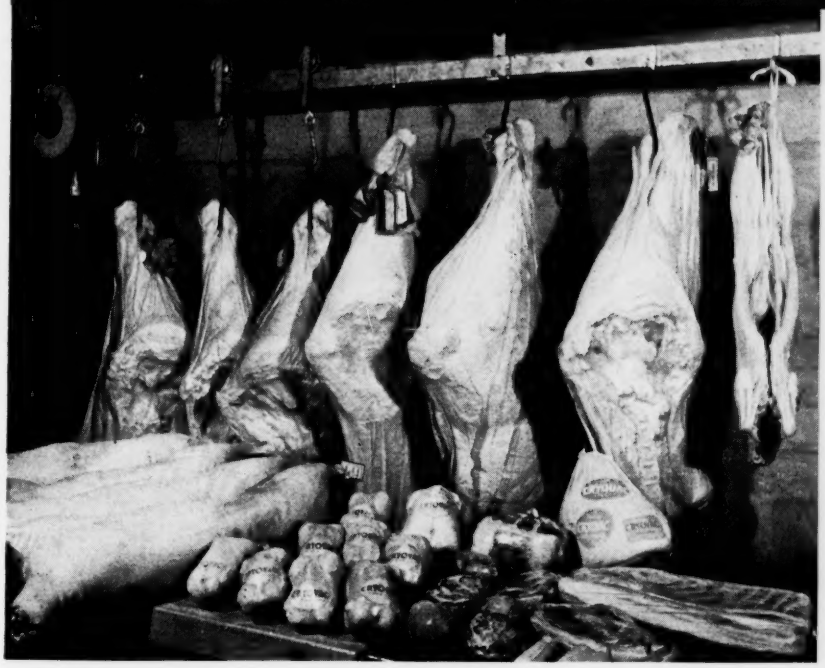
PACKAGE MACHINERY COMPANY Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES

Mexico, D. F., Apartado 2303
Buenos Aires: David H. Orton, Maipu 231
Peterborough, England: Perkins, Ltd.
Melbourne, Australia: Baker Perkins, Pty., Ltd

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines





Left: Cryo-Vac packages in the storage vault. Note the range of sizes from small chickens through hams and pork loins to complete "quarters" of beef. Right: Experimental Cryo-Vac apparatus for chicken bagging. The cylinder which is set in the table is utilized for distending the sack. The shrinking occurs in the warm water pail at the right.

NEW QUICK-FREEZING METHOD

uses vacuumized seamless rubber sacks as meat product wraps

A completely novel method of packaging quick frozen products, involving the use of preformed seamless latex sacks, has recently been brought to a stage of commercial applicability by the Dewey and Almy Chemical Co.

The method has been applied to date to the packaging and freezing of meat products ranging in size from that of the small eviscerated chicken to a complete quarter of beef and its principal application, in the near future at least, is foreseen in this meat packing field. The name "Cryo-Vac" has been given to both the wrap and the process by which it is applied, this process consisting of a number of simple steps permitting, it is claimed, the complete packing of a chicken, prior to freezing, in a period of not more than 15 seconds under normal production conditions.

The Cryo-Vac sack as supplied to the packer is substantially smaller than the object around which it is to be wrapped. The first step of the process, therefore, consists in expanding the sack by stretching its wide mouth over a frame and drawing a vacuum around the outside. It thus takes the shape of the cylindrical container into which it has been drawn and the chilled sides of the container "freeze" it into the larger size. The item to be packed is then dropped into the open-end sack and a vacuum hose is used to remove the inside air and draw the wrap close to the contents. The neck of the "balloon" is then twisted and clamped to make the whole vacuum pack air tight. The package is then immersed in warm water to shrink it to its original size.

Due to the elimination of air and to the complete moisture-tightness afforded by the seamless wrap, it is claimed that dehydration or so-called "freezer burn," with its consequent deteriorating effect upon product appearance, is completely eliminated. On the following pages the new process is photographically illustrated as it applies to both chick and beef packing.



1

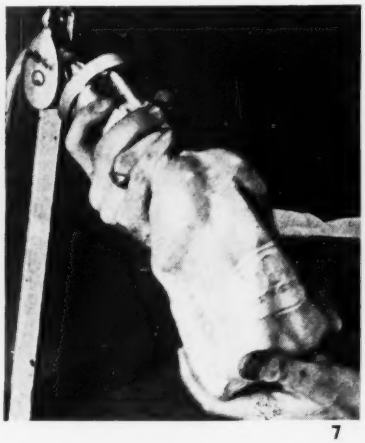


2

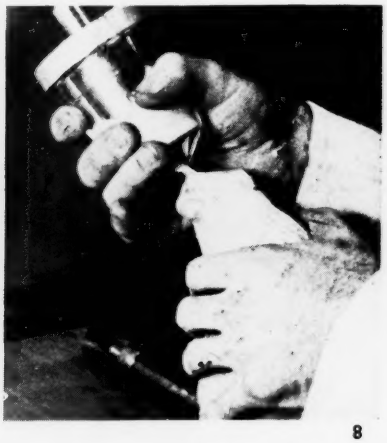
1. A chicken bag or "balloon" is here shown stretched over the top of the distending cylinder and beginning to expand as the vacuum draws it downward into the tank. **2.** The operator guides the sack as it creeps down the "can walls" to assume its enlarged shape. Once stretched the "balloon" retains its enlarged size until heat is applied, when it shrinks tautly into a neat transparent wrap around the meat product.



6



7

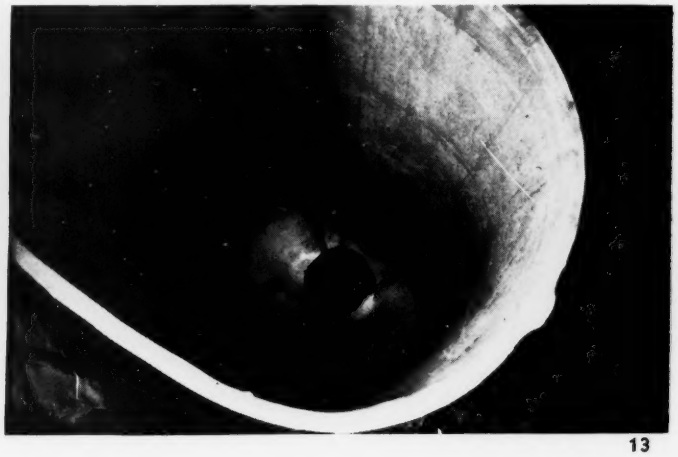


8

6. Beginning of the vacuumizing process. The bag wall has started to shrink to conform to the shape of the product packaged within. **7.** The fully vacuumized bag adheres closely to the sides of the chicken. **8.** The operator twists the neck of the bag to achieve an air-tight temporary seal, preparatory to removing the container from the nozzle for clamping with a permanent seal to make the whole vacuum pack air-tight.



12



13

12. The stretched bag may be seen here just prior to evacuation of the can. Note the plunger device which is utilized to center the bag during the expansion operation to insure even stretch of the bag. **13.** Looking downward into the expanded bag which has taken the shape of the cylindrical container. The can is approximately 7 ft. in depth and can accommodate the largest sections of beef without difficulty.



3



4



5

3. The eviscerated chicken is ready to be packed with the label neatly placed in position. **4.** The operator here places the bird into the open-end sack. The bell shaped object at the left of the operator's hand is a vacuum nozzle used for evacuating the sack. **5.** The chicken and bag as they appear when removed from the can. Note how the bag retains its distended shape despite release of the vacuum tension.



9



10



11

9. The twisted neck of the bag is wrapped around a pin and a wire clip is twisted and tightened over the doubled neck to achieve a complete and air-tight closure. **10.** The finished package after warm water shrinkage. Elapsed time—20 seconds. **11.** The Cryo-Vac bag for packing a complete quarter of beef, before expanding. The operator will stretch the top of the bag across the cylindrical container at his feet.



14

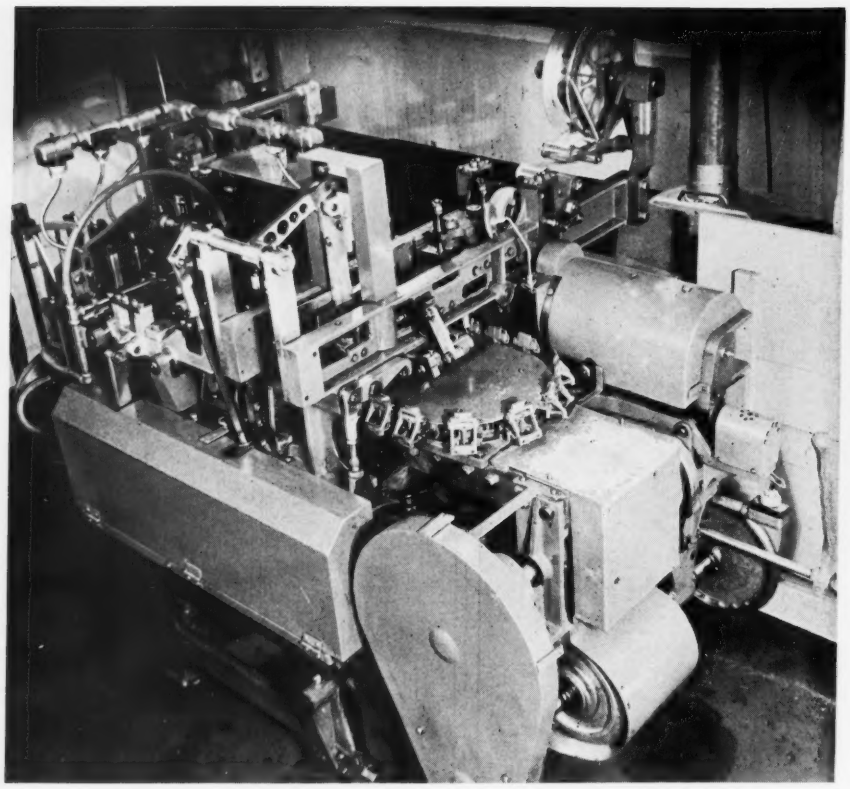


15



16

14. Rope and tackle are used to lower the quarter of beef into the distended bag. **15.** The operator is here closing the bag over the special hook used later in suspending the beef for storage. Vacuumizing is done at a separate opening. **16.** Applying the vacuum nozzle to an opening provided in the lower region of the bag. The operator withdraws all the air and then closes the opening to provide an effective seal.



Left: The entire packet, starting from pre-printed roll stock, is formed, seamed, filled and sealed on a single automatic machine occupying a floor area of less than 50 sq. ft.

Below: A metal foil envelope with crimped and heat sealed sides and end, designed to provide an economically produced, attractive and moisture-proof container which may be easily opened by the consumer.



AUTOMATIC ENVELOPE MACHINE

forms, fills and seals individual servings of G. Washington coffee

In the Morris Plains, N. J., plant of the G. Washington Coffee Refining Co. a new machine has recently been installed which not only automatically performs a series of difficult packaging operations, but which bids fair to have application—perhaps in somewhat modified form—in the solution of the problems of other manufacturers who prepare their goods for market in packet form.

The company is a long established one, marketing a unique product known as Instant Coffee—i.e., coffee in specially processed and powdered form which is used without percolating or other preparation and requiring merely that the user place a given quantity into a cup and add sufficient hot water to fill the cup.

While the product is sold in tins and glass jars, for household use the firm has for a long time realized that for both household and restaurant purposes a quick service container, carrying a measured quantity of the product, would offer decided consumer convenience and hence strengthen the company's sales position.

To this end, packets had been in use for some time as well as a unique modification of the traditional collapsible tube which is promoted as the G. Washington Ace. The new packet, however, has been developed to replace the old style bag and to afford both greater display and recognition values as well as greater product protection. To this end, the company sought a means of using, in high speed production, metal foils which could be printed in bright colors, the brightness of the foil itself contributing materially to the visual display values of the package.

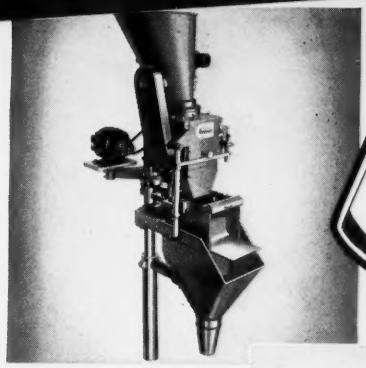
In addition to the demand for high speed automatic production, the nature of the product, an extremely fine powder making for occasional working difficulties under adverse weather conditions, presented further packaging problems which required solution.

The new machine combines all packet forming, filling and sealing operations with the exception of the printing of the foil web from which the packets are made. The printed foil is supplied to the machine in rolls and automatically positioned by an electric eye device as it is fed to a press unit known as the envelope preformer. This device creates depressions in what is later to form the

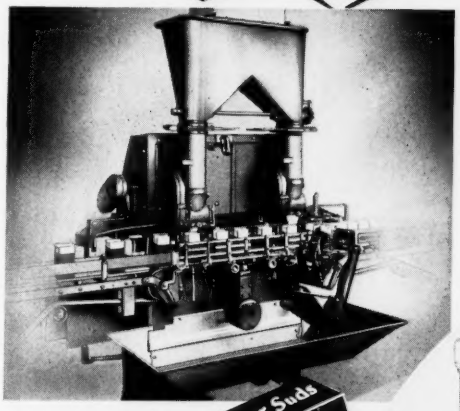
Accuracy FOR SALE

AT LOWER COST PER CONTAINER

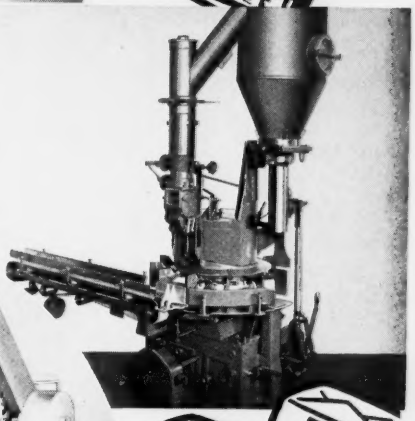






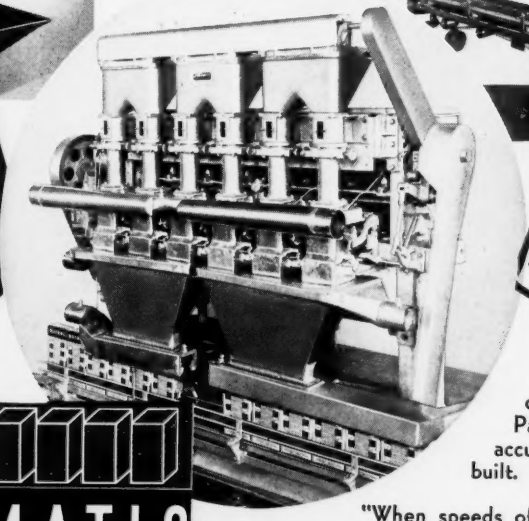


"Setting new standards for versatility, accuracy and speed Pneumatic's Semi-Automatic All-Purpose Coffee Weigher handles all grades: pulverized to whole bean, 2 oz. to 16 oz. weights."



"Unquestionably the most widely used fully-automatic weighing machine in the world is Pneumatic's Two Scale Gross Weigher. Hair-line accuracy even on stubborn materials."







"Combining speed and accuracy demands skillful machine building. This Small Flour Packer is the fastest and most accurate bag flour weigher ever built. 1/8 oz. at 30 per min."

"When speeds of better than 90 per minute are essential this Six Scale Net Weigher will do the job and deliver matchless weight accuracy."

★ PNEUMATIC

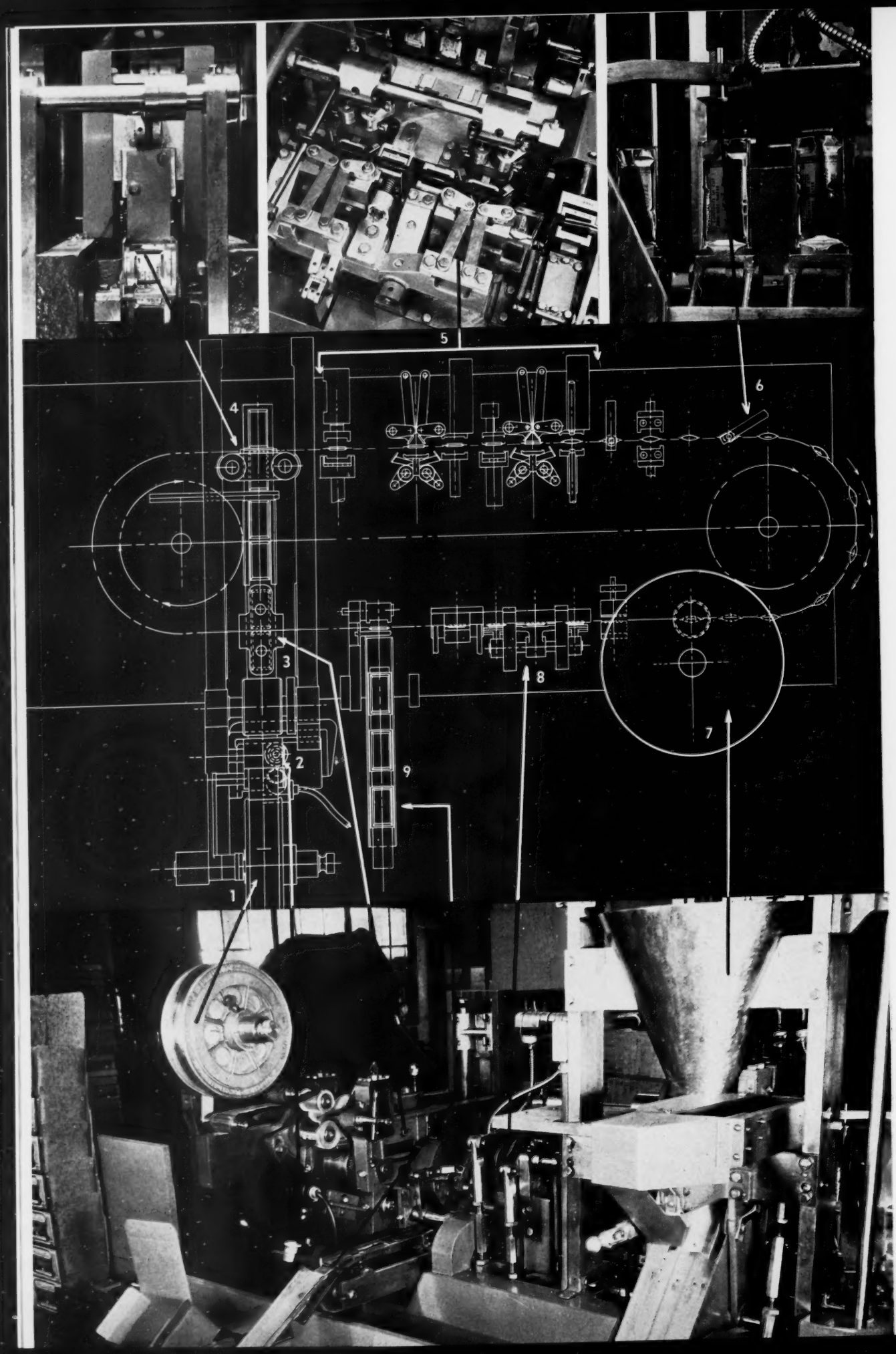
PACKAGING & BOTTLING EQUIPMENT

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices:

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES


1
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side walls of the foil envelope and thus provides a three-dimensional quality for the package.

The foil proceeds from the envelope preformer to a shear and envelope forming device. Here a plunger folds the two sides of the envelope and positions them opposite each other preparatory to later forming operations. At the same time, this plunger places the now folded envelope into the jaws of a series of carrying devices located on a chain operating over an oval track. Held between these jaws, the envelope then passes successively through a series of side scoring and side folding devices and thence to a heat sealing unit which effectively heat seals the side walls of the container. At this point, a cone shaped plunger is caused to enter between the walls of the container thus to open up its top preparatory to filling.

At the next stage of the oval track, the container passes under a hopper fed scale which automatically inserts the proper quantity of prepared coffee. The packet then proceeds through a series of top scoring, folding and heat sealing devices to be finally ejected at a delivery chute where an operator gathers the containers and inserts them into hundred unit cartons.

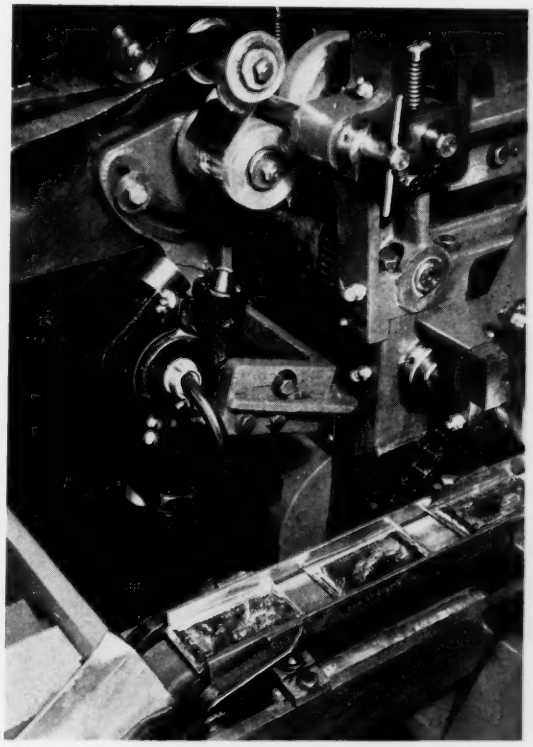
The machine which thus performs some 13 separate operations works at an approximate speed of 60 completed packages per minute.

Particularly noteworthy is the compactness of the new machine. Its oval track arrangement succeeds in combining more than a dozen operations onto a floor area measuring less than 50 sq. ft. Even more important is the low service requirement factor since but a single operator is needed to handle the entire output of the machine with the occasional aid of a service man in the supplying of new oil rolls, etc.

The combination of metal foil with the folding and heat sealing operations is claimed to provide a packet affording all necessary moisture resistance for the delicate product. This is particularly important in the case of a flat packet of this sort since any tendency for the product to cake or to adhere to the package walls would result in the ejection of a substantially lessened portion of the product into the consumer's cup. Were this to happen, the weakening of the resulting coffee preparation would, of course, be highly undesirable both from the viewpoint of the consumer and that of the sponsoring company. For this reason alone, the most rigid standards were set up to both material suppliers and machine builders, standards which, it would seem, have been successfully met in every particular.

Credit: Foil supplied by Reynolds Metals Co., Inc. Machine designed and manufactured by the Cartoning Machinery Division of the U. S. Automatic Box Machinery Co., Inc.

The various steps performed by the new packet-making machine are easily followed in the photograph and diagram on the opposite page. (1) The pre-printed foil web is fed from the roll and registered by an electric eye. (2) It then proceeds to a preforming press (3) which creates depressions in what is later to form the side walls of the envelope. At (4) is seen the shear and the envelope forming device, a plunger which folds the two sides of the envelope and positions them opposite each other. At this point the envelope is picked up by a pair of jaws traveling over an oval track and proceeds to (5) a series of folding and heat sealing jaws which form and seal the envelope sides. At (6) a small bell shaped plunger descends between the envelope walls to open the container to permit easy entrance of the powdered coffee preparations. At (7) the weighing and filling unit. At point (8) folding and heat sealing jaws close the end of the container and at the next stage (9) the unit is lifted from the circular track and discharged down a small chute for hand packing.



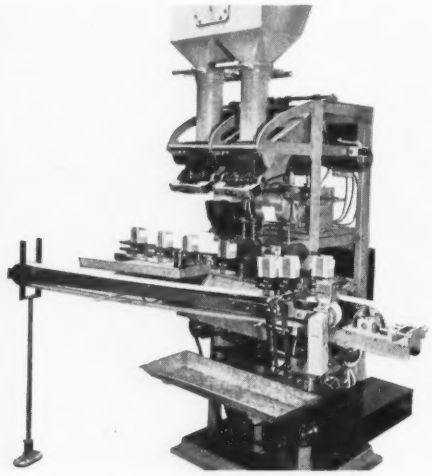
Above: The electric eye registration device used to position the web for the envelope preformer and shear.

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY · METHODS AND SUPPLIES

AUTOMATIC NET WEIGHER

The Fred Goat Co., Inc., has recently developed a new automatic net weigher, known as Model 101, Type A-7, having a claimed output of 40 to 50 containers per minute and a load range of from 1/2 oz. to 4 oz. The scale uses a revolving 3-compartment bucket and employs an auxiliary dribble feed in addition to its main load feed to achieve exact weight. The dribble feed trough is electrically vibrated. The scale is designed so that no



underweight portion will be discharged. Overweights, it is claimed, average less than 1/64 oz., the maximum overweight being held to less than 1/32 oz.

Among special safety factors incorporated in the machine are devices claimed to insure proper positioning of the containers so that none of the scales will dump its load if any container is out of position. The automatic bucket trip, with which the machine is equipped, will not function if the load in the bucket is less than what the scale calls for. In a multiple unit, should any bucket be short in weight, all loads are held over to the next cycle when the deficient one is brought up to weight. Should the supply of material fail, the containers will not move forward.

LIGHT WEIGHT CONVEYOR

A new light weight conveyor, weighing approximately 72 lbs. per 10 ft. section, has been developed by The Filter Paper Co. Named the Filco Easy Ride conveyor, it consists of an all steel channel framework and center piece supporting by rods small ball bearing cadmium plated rollers, placed and staggered every 3 in. along the straight section. The channel framework, it is claimed, is given rigidity by the rods that support the rollers and also by a number of cross pieces placed on the bottom side of the conveyor. The units are so designed as to permit their use as separate conveyors or their combination where a considerable distance must be traversed by the conveyor item.

REMOVABLE ADHESIVE LABELS

Designed for price marking, but available for other purposes as well, are the new adhesive backed labels manufactured by J. H. B. Hedinger, Inc. Using a rubber cement base, these labels, it is claimed, can be applied without moistening and can be removed without leaving any residue on the package. They have particular application, it is claimed, for use on extremely smooth surfaces where ordinary label application presents difficulties. The labels are supplied mounted on glassine strips and may be had plain or printed as desired.

HEAT APPLIED LABELS

Decorative designs with velour surfaces are now available for heat application to packages such as set-up boxes, wooden containers, plastic containers, etc. A full range of colors and a wide variety of design effects, it is claimed, are possible under the new process. The "press on" label designs are manufactured by Frances Emblems, Inc.



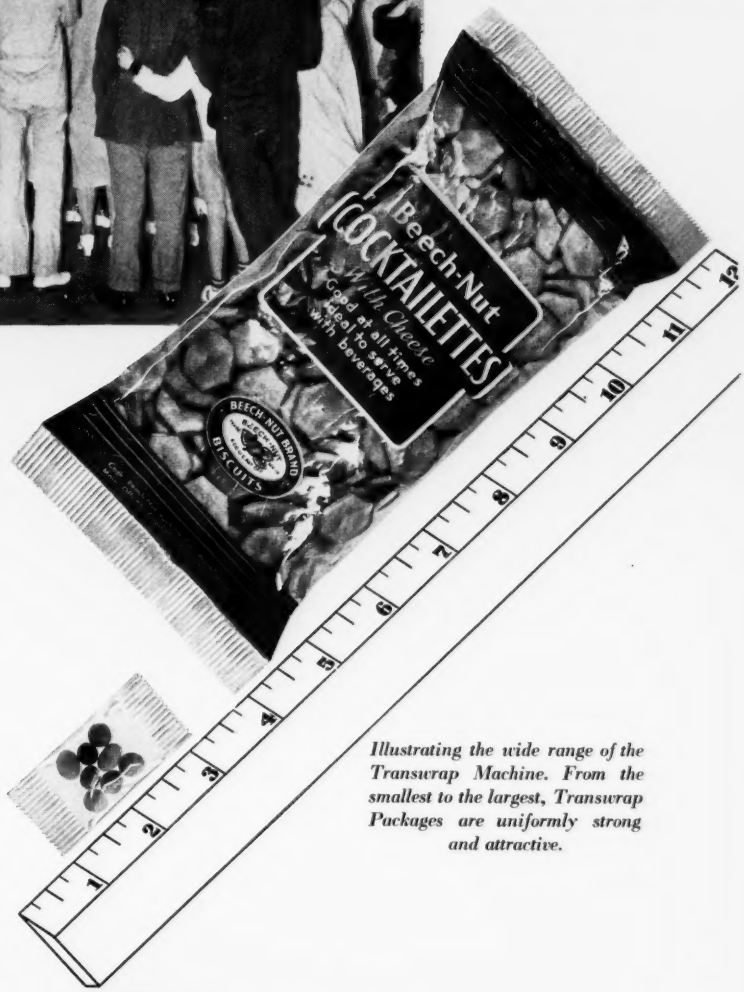
That STOPS 'EM...



Stokes & Smith Transwrap Packaging Machine on exhibition at the duPont exhibit in Atlantic City, N. J.

And so will your products in a...

TRANSWRAP PACKAGE



Illustrating the wide range of the Transwrap Machine. From the smallest to the largest, Transwrap Packages are uniformly strong and attractive.

Glistening and transparent, Transwrap Packages are one of the best assets your product could have at the point of sale. Yet Transwrap Packages are remarkably economical. Employing either printed or unprinted Cellophane, run directly from the roll, they are automatically filled, formed and sealed at speeds of sixty or more units per minute.

An ideal sample package, as well as a regular production package, Transwrap Packages are available for a wide range of assorted products.

Send us samples of your product and we will return them in Transwrap Packages with full information about how the Transwrap Machine may be fitted to your requirements.

STOKES & SMITH Co

PACKAGING MACHINERY — PAPER BOX MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.

LIGHTWEIGHT JARS

The Hazel-Atlas Glass Co. has developed a new series of lightweight packers jars, known as "Masterline." The containers are designed for practicality not only from a glass manufacturing standpoint, but also for the packers' factory operations and from the point of view of the grocer and consumer. The jars have a large area of label space and are designed to go through the operations of filling, capping and labeling at high speeds without toppling over on the production lines. The containers are likewise designed without sharp corners so that the



maximum amount of the product can be easily removed from the jars. "Masterline" jars are available in 27 sizes, from $4^1/_4$ oz. to $48^1/_4$ oz. in capacity.

CARD STRINGING ELASTIC

The J. Radley Metzger Co. is manufacturing a new elastic cord equipped with metal tips and designed for stringing items on cards or into display boxes. The metal tip, it is claimed, does away with knotting of the elastic and simplifies pulling the material through card holes. The item is manufactured under various patents and, it is claimed, effects a substantial labor saving over previously used methods.

GLASS DECORATING PROCESS

Universal Ceramics Corp. has announced the development of a new decalcomania process which permits the application of decorative labels and designs to containers in the plant of the glass manufacturer and the fusion of these designs in modern decorating lehrs in a single firing cycle. Alkali resistant colors, it is claimed, can be offered to those manufacturers whose ware will be subject to washing solutions. The product, to be known as Pyrocolor, utilizes colors, developed by Universal Ceramics Corp., in the form of lithographed decalcomanias applied to the containers just prior to kiln firing.

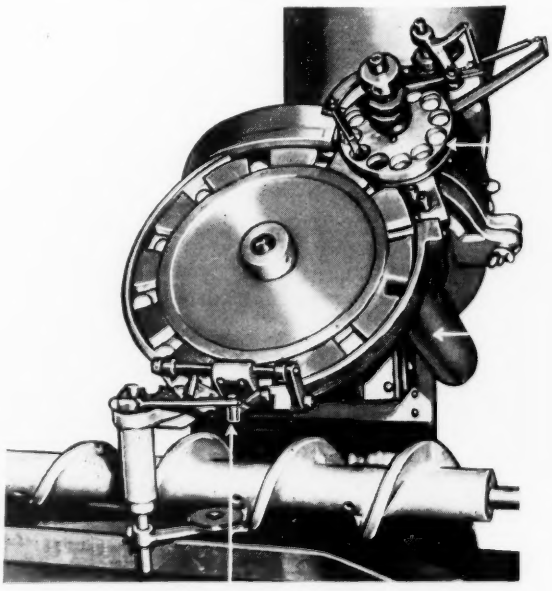


NEW FANCY PAPER APPLICATIONS

The District of Columbia Paper Mills, Inc., has recently developed, for its own use, a new technique involving the application of fancy papers as liners for cartonboard and corrugated board, permitting the development by manufacturers of complete ranges of packages having the same outer surface. The range developed by the District of Columbia Paper Mills utilizes a woodgrain paper with a private brand marking and has been applied to set-up boxes, folding cartons and corrugated shipping containers as here illustrated.

AUTOMATIC TABLET DEPOSITOR

The Scientific Tablet Co. has announced the development of a mechanism which automatically separates and dispenses individual tablets of compressed salt, citric acid, bicarbonate of soda, sulphur or other tableted or gelatine enclosed flavoring or gaseous materials into filled or empty cans, bottles, jars or cartons at any speed desired up to 300 per minute. The unit is available in several forms for adaptation to any style feed of containers and will handle tablets or capsules in wide range of sizes.



FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

"A HANDBOOK OF INFORMATIVE LABELING" is the title of a booklet published by McLaurin-Jones Co., Brookfield, Mass., which presents complete data on the physical aspects of product identification. The publication is profusely illustrated with actual and suggested informative labels and contains sections on Government regulations and data desired by consumers for 24 different commodity groups.

THE GAYLORD CONTAINER CORP., St. Louis, Mo., announces the establishment of a corrugated and fibreboard box plant at Greenville, S. C., to be in operation on or about July 1, 1939.

CELLUSUEDE PRODUCTS, INC., Rockford, Ill., has issued a new swatch book of its Cellusuede papers. The book contains samples of 17 different colors and presents information as to stock available.

THE MONSANTO CHEMICAL CO., St. Louis, Mo., has published its 37th annual report, prepared for distribution to stockholders. The report contains complete statements and figures on the company's sales, earnings, etc., for 1938.

THE SYLVANIA INDUSTRIAL CORP., New York, N. Y. has issued a sample booklet of its transparent, tinted, colored and embossed varieties of Sylvania cellophane.

"15 YEARS BEHIND THE BRUSH" is the title of a booklet published by the Aluminum Co. of America, Pittsburgh, Pa. The publication presents the complete story on aluminum paint for wood priming with ample illustrations to demonstrate the qualities and effectiveness of aluminum house paint.

THE MATTHIAS PAPER CORP., Philadelphia, Pa., has issued a swatch book of its "Scuf-Pruf" papers. It is reported that these papers will not show scars if chafed in handling. The booklet gives price list and stock sizes.

INTERNATIONAL PRINTING INK CO., New York, N. Y., has published a booklet which illustrates the printing of lithographic inks, gloss inks as well as inks for regular letterpress printing on various paper stocks in World's Fair orange and World's Fair blue. The ink matches, it is reported, have been approved by Fair officials. The brochure also gives Fair color designations according to Munsell, in terms of hue, value and chroma. In addition, there is a colorimetric reading made in Washington by the Color Measurement Laboratories of the Department of Agriculture.

THE BARTGIS BROTHERS CO., Ilchester, Md., has published its 35th annual statement as to sales, income, activities, financial condition, etc. The booklet contains a history of the company and a history of paperboard making. Through illustrations and comments, the booklet presents the paperboard and boxmaking facilities of the company.

"THE PURE-PAK WAY" is the title of a new 16-page booklet issued by the Pure-Pak Division of the Ex-Cell-O Corp., Detroit, Mich. Profusely illustrated with photographs, drawings and charts, the booklet presents a complete outline of the Pure-Pak machine and Pure-Pak containers for milk, cream, cottage cheese and other dairy products.

HAMPDEN GLAZED PAPER & CARD CO., Holyoke, Mass., has issued a swatch book on its new embossing designs on Sateen papers. The book includes price list and presents samples of various embossed sheets in a wide variety of colors.

HAZEN PAPER CO., Holyoke, Mass., has published a swatch book on wood grain papers—Parkay and Cedar. This company has also issued booklets on its Carleton Cloth fancy papers.

CHARLES C. MORRISON, industrial designer, has joined the packaging development staff of the Owens-Illinois Can Co. for whom he will act as consultant and package development contact man, with headquarters in New York. Mr. Morrison was formerly associated with the Continental Can Co.

WRAY H. CALLAGHAN has been appointed sales manager of the Folding Carton Division of Robert Gair Co., Inc., and John H. Fettinger has been appointed resident manager of Cleveland Cartons, Cleveland, Ohio, a division of the Gair company.

In the March issue of Modern Packaging, credit for the design of the wrapper for the prize-winning Bayuk Phillies Father's Day package was incorrectly ascribed to C. F. Wilkinson of Ivey & Ellington. Mr. Wilkinson is not associated with Ivey & Ellington. The correct inscription should have read McKee, Albright & Ivey.

Plants and Personalities

NEWS NOTES TRENDS

ACTING ON A PROPOSAL made originally at the last semi-annual meeting of the Packaging Machinery Manufacturers Institute, this group has now announced its merger with the Production Managers Assn. to form the Packaging Institute.

Each member association will function individually, as in the past, meeting to discuss problems that are pertinent to their own particular industry. However, joint meetings will also be scheduled to foster, improve and abet the status of the packaging industry as a whole. One of the objectives of the Packaging Institute will be to formulate constructive publicity designed to educate the consumer on the benefits to be derived from good and effective packaging. The Institute will shortly announce a new directorate, new officers and a general outline of its aims and objectives. H. H. Leonard, president of the Consolidated Packaging Machinery Corp., is president of the Packaging Machinery Manufacturers Institute and Wm. Bristol, Jr., vice president in charge of production of the Bristol-Myers Co., is president of the Production Managers Assn.

THE AMERICAN MANAGEMENT ASSN., New York, N. Y., sponsors of the Wolf Package Competition, announces the Rainsuiter display carton of Leon A. Axel, Ltd., as winning top honors in the 1938 competition.

A list of the Wolf award winners in each of the 21 classifications is as follows:

The most effective package employing a single color: Woodbury face powder box, used by John H. Woodbury.

The most effective use of more than one color: Polly Prim House Apron carton, used by the Regal Paper Co.

The most effective use of typography and/or lettering: "Orel" can, used by "Zerone" Division, Ammonia Department, E. I. du Pont de Nemours & Co., Inc.

The most effective use of the elements of design to create shelf visibility in the retail store: Freshway coffee bag, entered by National Brands Sales Corp.

The most effective redesigned package: Old fashioned cider apple butter jar, entered by The J. M. Smucker Co.

The most effective use of merchandising ingenuity regardless of artistic qualities: Holsum pantry package, entered by Papendick Bakery Co.

The most effective package designed to add to consumer convenience regardless of artistic qualities: Blanket binding package, entered by Century Ribbon Mills, Inc.

The most effective packaging of a combination sales unit: Metal container for liquid wax, used by the S. Lowe & Sons Co.

The most effective package employing a secondary use: Walnut box containing belt, used by Hickok Mfg. Co.

The most effective use of layout and/or decorative design with particular emphasis on both merchandising value and beauty: Grape Gold wine bottle, used by Quality Wine Co.

The most effective package insert: Insert for Persimmon's carton, entered by Stillwater Orchards Co.

The most effective use of inventive genius in package construction: Shipping container for perishable fruit, used by G. W. Haxton & Son, Inc.

The most effective use of two or more packaging materials in one package: Sea Water toiletries, entered by Marton Freres, Inc.

The most effective family of packages: Belmont hardware packages, entered by Butler Brothers.

The most effective package designed to promote the product as a gift: Shipping gift box for fresh Hachiya Persimmons, entered by Stillwater Orchards Co.

The most effective package for a product not previously packaged: Rainsuiter carton, entered by Leon A. Axel, Ltd.

The package most effectively displaying specific buying information: about the merchandise of greatest help to the consumer at the point of sale: Balsa Wood package, used by Balsa Products Co.

The most effective shipping container from the standpoint of the employment of printing and color to further good design: Carton for hose, used by Electric Hose & Rubber Co.

The most effective shipping container from the standpoint of merchandising and construction ingenuity regardless of artistic qualities: Old Drum shipping container and counter display unit, used by Calvert Distillers Corp.

Counter display pieces that most effectively contribute to the selling of a unit package: Stanley ruler counter display, used by Stanley Tools.

Floor display pieces that most effectively contribute to the selling of the unit package: Floor display for soaps, used by Lever Brothers Co.

THE ARABOL MANUFACTURING CO., New York, N. Y., is now undergoing an expansion program, including the reorganization of plants and offices. Louis Beeh has been elected vice president in charge of production, Clyde E. Watkins has been made general sales manager and William A. Weaver has been elected treasurer. Henry E. Weingartner, formerly connected with the technical sales division, has been appointed superintendent of the Brooklyn plant.

PACKOMATIC ENGINEERING RESEARCH

...first in the field with the New!



PATENT APPLIED FOR

PACKOMATIC COMMANDER

The Ingenious Packomatic Commander takes Cartons from a stack, opens them, closes all bottom flaps, and places them in position for automatic or hand packing.



Illustration of the usual tussle opening a knocked-down container by hand.



At last opens container and attempts to fold flaps on one end.



Still trying to fold bottom flaps.



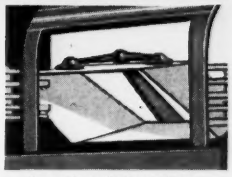
Finally gets container in position for packing.

REASONS WHY YOU SHOULD HAVE A PACKOMATIC COMMANDER

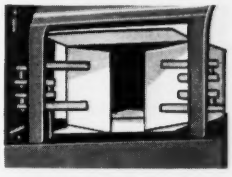
1. INEXPENSIVE—Pays for itself.
2. AUTOMATIC—Complete synchronization control.
3. POSITIVE—Definite performance with ease.
4. PROVEN–Commercially tested in the production line of a plant that is continually seeking to improve its high standards.
5. PORTABLE—If desired.
6. COMPACT—Requires no more space than your present method.
7. STURDY—Designed to withstand heavy duty demands.
8. PATENTS—Patents applied for to cover the many startling new features.

SEND FOR FURTHER INFORMATION. DOES NOT OBLIGATE YOU IN ANY WAY! DO IT NOW!

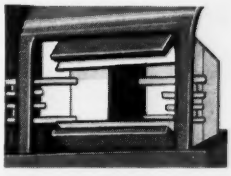
PACKOMATIC
PACKAGING MACHINERY
J. L. FERGUSON COMPANY
JOLIET · ILLINOIS



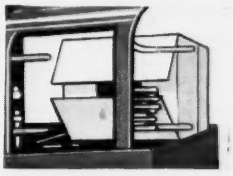
Container delivered from bottom of magazine and being opened.



Ready for closing of bottom flaps.



Inner and outer bottom flaps of container are closed.



The set-up container is now in position for packing.

R. S. SOLINSKY, formerly assistant vice president of the National Can Corp., is now president of a newly formed company known as Cans, Inc., with offices located at 325 West Ohio Street, Chicago, Ill. The new concern will manufacture a full line of general containers.

THE TRIANGLE PACKAGE MACHINERY CO., Chicago, Ill., announces the appointment of S. A. Melbostad as its new eastern representative with offices at 50 Church Street, New York, N. Y.

THE ANCHOR CAP & CLOSURE CORP. and its affiliate the Anchor Hocking Glass Corp. is now located at the latter's general offices at Lancaster, Ohio.

ART POSTER CO., INC., New York, N. Y., has moved to new offices located at 141 East 25th Street.

H. J. CARR, vice president and sales manager of the Anchor Cap & Closure Corp., has resigned to become vice president of Stewart & Ross Corp., Long Island City, N. Y.

GEORGE GOEBEL, chief engineer of the Crown Cork and Seal Co., died February 4, 1939.

THE AMERICAN CAN CO., New York, N. Y., announces the appointments of Leonard D. Jenkins as assistant to the general manager of sales, packers cans, with headquarters at the New York office and H. H. Howry as district sales manager, packers cans, with headquarters at Baltimore, Md. Both Mr. Jenkins and Mr. Howry bring to their new posts the experience of many years in the American Can Co. organization.

D. F. McCONNELL, JR. has been appointed the new head of McConnell & Wood, Philadelphia, Pa., formerly known as Wood & Fielding.

THE NATIONAL CAN CORP., New York, N. Y., announces the appointment of T. J. Beirne as manager of the Chicago headquarters. Present facilities have been combined at a new location, 3623 South Racine Avenue. Mr. Beirne has been connected with the company's general line sales division for the past ten years.

EDWARD H. RIEDMAIER, merchandising counselor in department layout and displays and general and mass selling promotions, has severed his connection with W. L. Stensgaard & Associates, Inc., and has joined Designers for Industry, Inc., with headquarters in Terminal Tower, Cleveland, Ohio.

R. BIELER has been appointed manager of the Western Division of The Arabol Mfg. Co. and C. Kasper has assumed the position of superintendent of the company's Cicero, Ill. plant.

HOOPES, CUNNINGHAM AND McKINNEY, industrial design consultants, have moved their offices to 12 South 12th Street, Philadelphia, Pa.

NINTH PACKAGING CONFERENCE

(Continued from page 60)

velopment Bureau, Standard Brands, Inc.; W. H. Gesell, vice president, Lehn & Fink Products Corp.; W. Van Allan Clark, vice president, Allied Products, Inc.; G. G. Browne, Schenley Products Co.

Packing and Shipping

The custom followed in former years of holding bulk packaging discussions in addition to those on packing and shipping, was this year abandoned—the two types of discussions being combined under the general head "Packing and Shipping."

A symposium on "Packing and Shipping for Export" found J. H. MacLeod, vice president, The Hinde & Dauch Paper Co., presiding and L. C. Myers, General Motors Export Corp.; Thomas E. Lyons, chief, Transportation Division, Department of Commerce, Bureau of Foreign and Domestic Commerce; Howard G. Seymour, treasurer, Mohegan International Corp. and H. D. Fowley, General Inspection Co., representing the shipper, the government, the foreign freight forwarder and the insurer, respectively, leading the discussions.

While the subject is one of specialized interest for those manufacturers entering into the export trades, special interest was found in it this year in view of numerous reciprocal trade treaties by the State Department which have opened up new markets and made the export trade more enticing to manufacturers who previously restricted themselves to domestic operations.

Shipping Container Clinic

The traditional shipping container clinic was presided over by W. R. Hummel, distribution engineer's staff, Western Electric Co., and was devoted this time to a discussion of the products of the Underwood Elliott Fisher Co.—a diverse group of mechanical devices and accessories presenting many practical problems and requiring a great variety of containers and materials for shipping.

Wooden Shipping Containers

C. D. Hudson, secretary, National Wooden Box Assn., discussing recent developments in wooden shipping containers, said, in part, "One development which has been under way for years, and which became more generally evident during 1938, is the combination of wood and paper or wood and steel in the fabrication of containers.

"Another development steadily gaining acceptance is interior packing or floating through the use of sponge rubber, fibreboard, special pads or interior braces.

"A third development is the rapid increase in the use of high speed box and crate assembly equipment, thus removing the bottle neck which has occasionally threatened to close markets for nailed wooden boxes and crates. A further interesting development in connection

with nailed assembly is the use of blunt nosed types of box nails as manufactured by various steel companies."

Shipping Work Simplification

Clifton H. Cox, industrial engineer, Merck & Co., pharmaceutical manufacturers, discussed the application of time study and scientific layout methods toward the reduction of shipping department expenses, using the experiences of his own company as examples. Merck & Co. ship an average of 3000 stock items daily in 52,000 individual containers, a total of some 13,000,000 packaged items utilizing every known variety of container.

Packing Material Specifications

R. L. Beach, of the General Electric Co., discussed the advantages and disadvantages of materials specifications. The General Electric Co. has, or is preparing, specifications on such materials as excelsior, cellulose wadding, round and square metal cans, burlap, gummed tape, corrugated materials and wirebound boxes. Mr. Beach stated that the company prepares its own specifications only where standard specifications which could be used with little or no modification are not available. Through the use of specifications, the company has succeeded in putting vendors on an equal basis on their quotations and has made it possible for people without technical knowledge to perform the operations of ordering and using materials without difficulty.

Progress in Packing

T. L. Lussen, packaging engineer, The B. F. Goodrich Co., leading the discussion on this subject, described the procedure of his company in simplifying packing operations and in minimizing the number of container sizes.

"So that we may eliminate obsolete sizes from our list," he said "our Materials Warehouse furnishes us every six months with a list of cartons on which there have been no withdrawals for three months, together with a list of departments last using the cartons in question. We then check the departments interested and notify the warehouse whether or not the carton is obsolete. If obsolete, we work away the stock on hand in some of our miscellaneous departments and remove the carton from our list of cartons available for use. If this were not done, our list would become valueless."

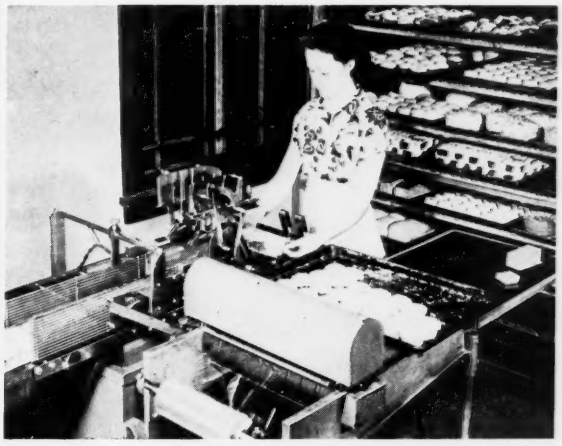
Reducing Packaging Costs

P. C. LaPierre, Anaconda Copper Mining Co., presented a vivid discussion of cost reduction problems illustrated with numerous examples from the files of his own organization. The talk elicited a spirited discussion from the floor.

Container Testing Devices

Don L. Quinn, president of Don L. Quinn Co., discussing newly developed container testing devices, emphasized the fact that the incline impact testing device developed by the Freight Container Bureau of the Association of American Railways represented perhaps the greatest advance of the year 1938 in this field, being particularly important since it permits measurement of containers as packed with merchandise for shipment.

Cake was once a problem



Miller Model MPUS Wrapping Machine at Conrad's Bakery, Momence, Illinois

Not long ago bakers had a difficult wrapping problem. It seemed impossible to wrap soft, delicate cakes by machine.

Then along came the Miller Model MPS Heavy Duty Wrapping Machine. Instantly adjustable without tools, the Model MPS neatly wraps *round layer cakes, half-round cakes, cake slices,* and other difficult pieces.

The Model MPS is perfect for packages, too. Wrap fifty sizes a day, or change your packages at will . . . this machine was built for *versatility.*

One operator runs the Model MPS. Heat or glue sealed wrappers can be used, from the roll. The MPS can be furnished with a compensator for *printed wrappers,* or to automatically attach *printed bands.*

Profit by writing for details!

Miller WRAPPING & SEALING MACHINE CO.

14 So. Clinton St. CHICAGO

PACKAGE LEGISLATION

(*Continued from page 48*)

No Labeling Time Extension

In earlier discussions of the Food, Drug and Cosmetic Act, Modern Packaging pointed out that packagers who were postponing their revisions of "labeling" in the hope that an extension of time beyond June 25 would be granted were playing an extremely long shot. This opinion is now confirmed by a letter which W. G. Campbell, chief of the Food and Drug Administration, Department of Agriculture, has sent to food manufacturers, packers and distributors. The text of the letter follows:

"While the progress made to date by food, drug and cosmetic manufacturers in revising labels to comply with the Food, Drug and Cosmetic Act which becomes effective on June 25 is gratifying, information reaches us that some food manufacturers and distributors are to a considerable extent still postponing the task of revising labels because of rumors of further announcements from the Department clarifying, interpreting or elaborating upon the Act and regulations.

"The purpose of this announcement is twofold. First, to impress upon all that no such announcements are contemplated. The Act was signed June 25, 1938, and specified the unusually long period of twelve months for all necessary adjustments before the effective date of the food provisions. It is believed that the language of the Act itself leaves no doubt as to the kind of labeling that would fully meet the requirements. Manufacturers were in a position last June, therefore, to begin at least the preliminary review and revision of their labels. The general regulations were publicly announced in tentative form on October 15, and issued in final form on December 28, 1938. These in effect constitute the Department's interpretation of the Act. The promulgation of these regulations cleared the way for immediate attention to general label revision. On February 15, the Secretary, under authority of section 902(a)(2) of the Act, designated the following foods as exempt from the requirements of section 403(i)(2) as to listing of ingredients for a reasonable period of time of two years to permit the formulation of definitions and standards of identity: white, whole wheat, milk and raisin breads; evaporated milk; sweetened condensed milk; malted milk; unmixed, immature canned vegetables; unmixed canned fruits, canned oysters, clams, shrimp and fish roe; sauerkraut; olives in brine; cheeses, oleomargarine; mayonnaise dressing; fruit preserves; sweet chocolate; sweet milk chocolate; lemon, orange and vanilla extracts. In addition hearings have already been held on proposed definitions and standards for tomato juice, puree, paste and catsup and canned tomatoes.

"No opportunity has as yet presented itself to consider the issuance of regulations under section 403(j), prescribing certain information regarding vitamin and mineral content on dietary foods, but undetermined labeling questions under this section are restricted to a relatively narrow field.

"The second purpose of this notice is to appeal to manufacturers and others to refrain from submitting specimens of current stocks to labels to the Administration for review as to their legality under the new Act before an attempt has been made by the responsible manufacturers to revise the labels when and as it appears necessary after careful attention to the language and spirit of the law and regulations. The Administration will, of course, continue its long-standing policy of pointing out applicable provisions of the law on drafts of proposed revised labels submitted for that purpose to the extent to which time can be diverted from regulatory operations. At present, however, the facilities at our disposal are entirely too limited to give the detailed replies we would desire to give in view of the relatively enormous volume of inquiries received at this time, and answer to which, in the main, are to be found in the law and regulations."

State Legislation

The first of the lawmakers of 43 states that in January undertook study of thousands of proposals designed to remedy the social and economic ills of their respective commonwealths have closed and locked their desks, leaving behind them scores of new laws and, in several states, a pile of unfinished business. Not a few of the proposals enacted affect users of packages and package makers. A definite picture of proposals enacted or rejected, as well as measures pending, affecting packaging, is given in the following state-by-state summary:

Alabama—The Senate passed a House-approved fair trade bill to permit manufacturers of trade marked products to fix minimum retail prices, after defeating an amendment which would have provided the fixed price should not be more than 15 per cent higher than the wholesale price.

Arizona—The Senate passed and sent to the House, a bill seeking to amend the law relating to production and sale of dairy products to conform to Federal regulations. It provides that "the container of any frozen dairy product shall be plainly and legibly labeled, stating the true name of the contents and the name and address of the manufacturer, wholesale distributor or retailer, as the case may be."

Pending without indicative action having been taken, was a Senate bill to provide for the sanitary handling of foods, beverages and condiments. It would make unlawful sale at retail of any mayonnaise, salad dressing, vinegar, horse radish, peanut butter, jam, jelly or marmalade other than in a closed container approved by the State Board of Health, would require that containers be sterilized before used, and would provide that all foods sold within the state shall bear a label giving the net contents, brand name, trade name and post office of the bottler, packer or manufacturer. The city and state would be considered sufficient for a post office address and labels may be of paper, metal, applied color or molded as part of the container.

Arkansas—A comprehensive bill for regulation of the state's dairy industry was killed by the Senate, reconsidered and then passed by that body and transmitted to the House. It would require labeling of ice cream or ice milk, in factory-filled package form, with the name of the manufacturer, wholesaler or retailer; would require labeling of skim milk cheese with dark purple vegetable ink; and would demand sanitary handling of supplies used in the manufacture and packaging of dairy products. Use of any branded milk bottle, ice cream packer or any other registered container for any other purpose than handling, storing or shipping a dairy product would be prohibited. In the face of defeat of a similar measure by the 1937 legislature, fate of the pending measure was still in doubt.

A second bill to regulate the peach packing industry, intended to provide marking of fruit as to grades with the name and address of growers or graders tagged, branded, labeled or stenciled on the container, was killed by the Senate, revived and passed by that body.

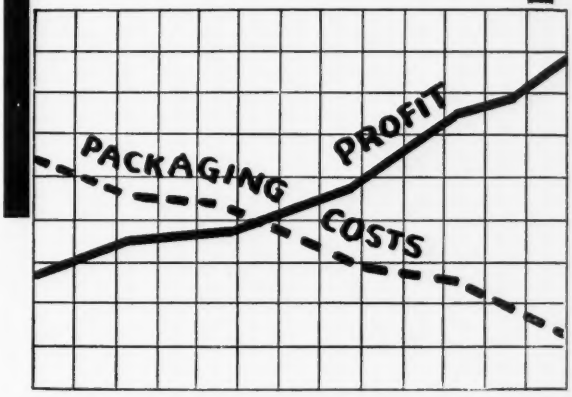
A House bill to provide a uniform state food, drug and cosmetic law, to prohibit, among other things, adulteration and misbranding of such articles, was reported out by the committee on public health and practice of medicine without recommendation. It awaited a vote by the entire House. A Senate bill to transfer administration of the present pure food and drug act from the Revenue Department to the State Board of Health, failed by a 16 to 14 vote.

A Senate bill designed to increase the use of cotton in the state was given a favorable committee report. It seeks to make it a misdemeanor to wrap or pack products or commodities grown in Arkansas in wrappers other than bags or sacks made from cotton, as against use of jute or burlap bagging.

California—After a six weeks' recess, during which committees studied the more than 4000 bills introduced in both branches of the legislature, lawmakers convened March 6 to start action on individual proposals.

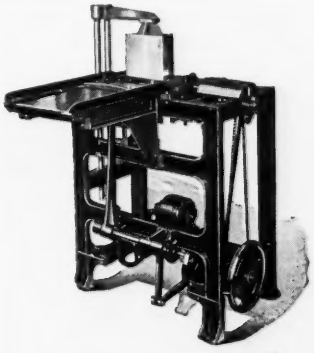
Among packaging measures that will command their attention are bills to amend the present act relating to labeling of cheese; to enact a uniform food, drug and cosmetic act prohibiting the misbranding or adulteration of products; to prohibit manufacture, advertising or sale of mislabeled, misbranded or adulterated cosmetics and complexion soaps; to amend the present act governing and standardizing the weight of loaves of bread; to prohibit deceptive pack of fruits, nuts and vegetables, to provide regulation of establishments preparing meat food products for canned dog food and cat food; to make an appropriation for enforcement of standards, quality and identity in the manufacture and sale of state wines and brandy; to amend present sections of the agricultural code relating to standard containers for apples; to establish standards for the manufacture, packing, marketing and sale of dried applies; to prohibit use of misleading containers; and to regulate the granting of fish canning and fish reduction permits or licenses to plants now engaged in such business and lawfully processing fish resources of the state.

ARE THESE CURVES OF *Your* Carton Packaging Department?

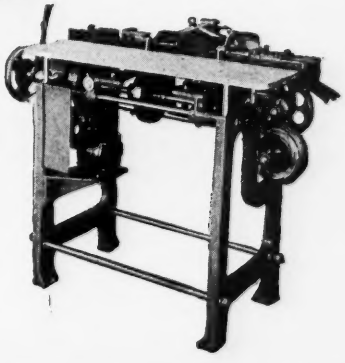


IF NOT . . .

You will find your company can realize similar PROFIT by using machines to set up and close your cartons inexpensively.



This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 30–40 cartons per minute, requiring only one operator. It can be made adjustable to set up a wide range of carton sizes.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 30–40 cartons per minute, requiring no operator. Also adjustable to close a wide range of carton sizes.

Send us samples of your cartons or advise their sizes. We will promptly send complete information on the most economical and efficient equipment to meet requirements.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

Delaware—A state food, drug and cosmetic act has been introduced in the Senate and referred to the committee on public health. It contains a seizure clause. A fair trade bill to permit manufacturers of trade marked products to set minimum retail prices is also pending.

Georgia—A House bill would provide more rigid regulation of drugs and pharmaceutical preparations, including required filing of the chemical analysis of all new cosmetics or pharmaceutical preparations.

Idaho—A bill to create a new State Pharmacy Board was approved by both houses of the legislature. It was described by its author as furnishing additional protection to the public against cheap imitations or standard preparations. A House bill would provide for stamping net weight on containers of commodities offered for sale, except those packed in the customer's presence.

Illinois—Committee study is being given recently-introduced bills providing that no alcoholic liquor shall be sold in the state in any container except one of wood or glass, and to provide that no food article which is required to be labeled shall be sold in the state unless there appears on the label the name and address (city, village or town) of the manufacturer, wholesaler, importer or distributor and unless the name and address shown on the label, together with the street address is registered with the Department of Agriculture. The latter measure would fix a registration fee of $1 for every five-year period, beginning Jan. 15, 1939.

Indiana—A "Uniform Food, Drug and Cosmetic Act" was passed by the legislature and approved effective March 6. The bill is patterned on the Federal Copeland Act and is the first of the state bills of this nature to be enacted since the passage of the Federal Act. Similar bills are pending in Delaware, Missouri, New York, Tennessee and Utah. The Act is to be administered by the Indiana State Board of Health. Copies may be obtained from the Secretary of the State Board.

One provision of the bill (Section 14) requires that "every manufacturer, processor, repackager or wholesale distributor of food, drugs or cosmetics, who maintains a place of business in this state, shall file with the Board, a written statement of the name and address of the owner, the character of the business and the business address of each such place of business in this state."

Minnesota—A Senate bill to permit corporations and associations to register trade names and trade marks by amending an existing act granting such privilege to persons, was passed by the legislature. It applies to manufacturers of soda waters, mineral waters, porter, ale, cider, ginger ale, beer, malt extract, milk, cream, ice cream or butter, packing their products in a receptacle having the name or trade mark printed, stamped, engraved, etched, blown, impressed, riveted or otherwise permanently fixed upon the same.

Missouri—Senate approval was indicated for a bill transferring the food and drug department to the Commissioner of Health. Another pending bill would make it unlawful to bottle or pack any beverage or food not derived or made wholly from milk in any room or building in which milk, or milk and other products derived or made wholly from milk, are bottled or packed for sale, either for consumption or resale.

Montana—A bill designed to prohibit sale of misbranded foods was killed when opponents declared there were already sufficient Federal regulations covering the matter and that passage of the measure would only lead to "more snooping" on the part of inspectors. Legislative approval was given a bill amending the egg grading law to require a state egg seal on every egg container.

Nebraska—Following study, a legislative committee reported out for a vote a measure to permit placing gifts and prizes in food products packages without having such packages condemned as misbranded. A bill to provide a bakery regulatory act prescribing pan sizes for bread, so that a loaf or package does not have the appearance and size of a loaf or package of greater weight, was killed in committee. Similar treatment was afforded a measure designed to draw considerably tighter the regulatory bands on egg marketing.

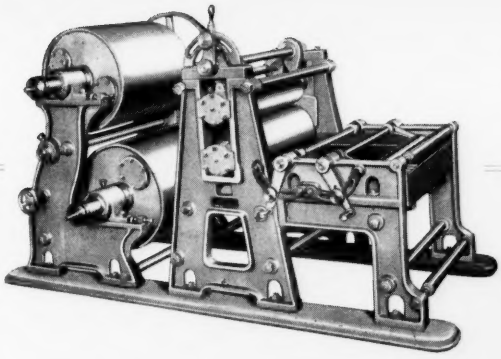
Amendments to a proposed bill for regulation of the practices of pharmacy, which originally would have governed the manufacture, sale and distribution of medicines, drugs and chemicals, were adopted which deleted those provisions.

Nevada—Following approval by the Senate Ways and Means Committee, a bill calling for compulsory trade mark registration at an annual fee of $10 was turned over to the judiciary committee for public hearing.

Paul Struven, of the Trade Mark Sales Co., New York, told the committee at a hearing March 7 that the proposed law would give protection to manufacturers who are depending upon common law now for their protection. He estimated that a minimum of 1,000,000 trade marks would be registered in the state under terms of the measure, bringing $10,000,000 or more in revenue. During the hearing, it was brought out that Struven wrote the bill, introduced by Senator Parker. He said that if Nevada failed to adopt the measure, he would carry his campaign to "every other state until one of them adopts it." Albert Ayres and William Woodburn appeared on behalf of trade mark owners opposing the measure. The assembly passed a bill to provide a new food and drug act along the lines of the recently-enacted Federal statutes. It awaits Senate action.

New Jersey—Pending bills, none of which had received action indicating their disposal, would increase the filing fee for registration of labels, trade marks and designs from $1 to $5; would amend the state food, drug and cosmetic act to bring it more in line with the new Federal act; would require that cordials and liqueurs shall not be sold in an original container of less than one-fifth gallon; would authorize the Secretary of Agriculture to receive contributions from farmers and farm organizations and to disburse such funds for advertising state farm products under brands to identify such products; and would prohibit distribution and sale of milk, except in containers of such a character as to keep such milk beyond the reach of prowling domestic animals.

New Mexico—The House killed a bill intended to establish standards for packing and shipping fruits.



ALL PURPOSE WAXING UNIT

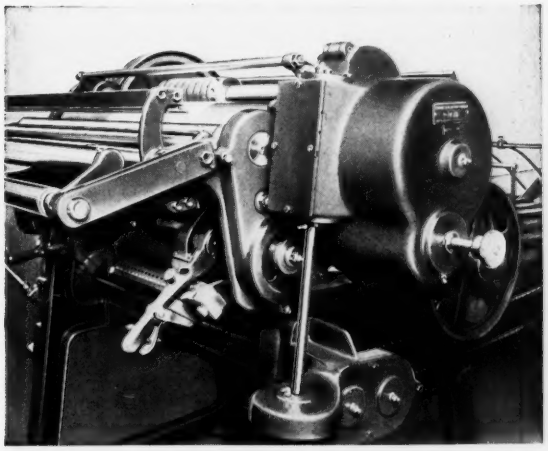
Used by many large producers of wraps and bags to enable a combination of printing and waxing; or printing, waxing and bag conversion; into a single operation.

Furnished complete with drives so that waxer may be set back of printing press or between printing press and bag machine.

Produces an excellent sheet, one or both sides waxed, with perfect control of wax percentages.

HUDSON-SHARP MACHINE COMPANY
Green Bay, Wisconsin

NO MORE WASTE IN CUTTING TO PRINTED REGISTER



DEPENDABLE ACCURACIES IN "SPOT SHEETING" ARE NOW ASSURED THROUGH THE *NEW* BECK

DIFFERENTIAL CUT-REGISTER CONTROL UNIT
For cutting to register, printed wraps, labels, etc. This unit is to be had on Beck Sheeters controlled either by hand or ELECTRIC EYE.

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts. Philadelphia, Pa.

Responsible manufacturer of Packaging Machines wishes to hear from salesman now selling non-competitive lines with view to securing representation on commission basis in territories now open —St. Louis, south and west, and one other territory. Reply Box 112, c/o Modern Packaging, 122 E. 42nd St., New York.

Klingrose Offers
Printing and Coloring Machinery Adapted to Individual Requirements
Multi-Color Gravure Aniline, Combination of these Methods

KLINGROSE MACHINE CORP.
Plant: 461 Hamilton Avenue, Brooklyn, N. Y.
New York Office: 111 Fifth Avenue

North Carolina—A bill to require that headache powders containing acetanilide or bromides be labeled "poison" in red ink was killed by the House health committee, after opponents declared state legislation on drugs should be made to conform to the Federal Food, Drug and Cosmetic Act. A similar fate was voted by the House agricultural committee for a bill seeking to prohibit second-hand use of containers for fruit and vegetables unless the containers were sterilized to remove all foreign matter and marks.

North Dakota—The Senate postponed a bill requiring beer bottle labels to state the kind of grain utilized.

Oklahoma—A bill to provide for the adoption of trade marks by persons or firms manufacturing goods within the state and their registration for a $2 fee, received Senate approval and was sent to the House. According to its author, the bill would give the holder of a trade mark the same protection as given by a patent issued in Washington.

Oregon—The legislature wiped out the State Bakery Board Act, which provided for price fixing of bakery products, substituting a law placing jurisdiction of weights, measures and sanitation in the bakery business under the State Department of Agriculture.

South Dakota—Before adjournment March 4, the legislature approved a Senate bill requiring that binder twine sold in the state must bear a label or tag stating the name of the manufacturer or importer, the kind of material, the date of manufacture and the number of feet.

Tennessee—Pending bills would provide a food, drug and cosmetic act, and would require persons handling food for public consumption to undergo examinations for tuberculosis and venereal disease every six months.

Texas—Following lengthy hearings, committees of both houses approved, on March 1st, a proposed fair trade bill designed to permit manufacturers of trade marked products to set minimum retail prices. The House bill, however, was amended to provide that it in no wise shall repeal the anti-trust laws; that minimum prices may be disregarded during a 30-day annual clearance sale, and that farmers may stamp their containers and fix a price for their products.

Utah—A bill to require the grading of agricultural products shipped from the state has been passed by the legislature and approved by the Governor. It becomes effective May 9. Senate approval has been given a bill to permit search and seizure to reclaim milk bottles or containers appropriated by persons other than the owner, while another pending measure would bring state food and drug regulation more nearly in conformity with Federal legislation. A bill proposing a tax of 15 per cent on the wholesale cost of patent medicines to finance the state's public health nursing program and for distribution of anti-syphilitic drugs was withdrawn. A House measure to create a first lien in favor of producers upon farm products delivered to processors was approved by that body and awaited Senate action. The measure is vigorously opposed by canners as threatening to seriously hamper their financial operations.

Vermont—The Senate, by a vote of 16 to 13, refused to pass a fair trade bill designed to permit manufacturers of trade marked products to establish minimum retail prices. A similar bill was killed by the 1937 legislature. House approval has been given a bill providing for marking of weights and measures on food containers.

Washington—The House approved, and the Senate indicated approval of, a bill to regulate the packing and marketing of honey and providing for a state honey seal. A bill to govern the sale of apples and provide for grades and labels had traveled the same route, as had a measure to regulate concentrated commercial feeding stuffs, fertilizers and livestock remedies which also provides for labeling. Senate approval has been given a bill appropriating $60,000 for establishing not more than four canneries similar to one operated last year at Kirkland. The projects would operate for the benefit of the needy and for charitable institutions, with every can stamped "not to be sold."

West Virginia—The Senate passed a bill to require registration of all persons making drugs, cosmetics and similar products. It was pending in the lower house.

Wisconsin—An assembly bill would remove all possible legal obstacles to sale of proprietary foods containing milk, especially for infants' food, by amending present law to permit sale of such foods containing milk or skim milk "in condensed, powdered or evaporated form," if plainly labeled to show the composition, and providing that they are to be sold and used exclusively according to a physician's prescription in the feeding of invalids, infants and other young children.

Wyoming—The legislature passed and the Governor signed bills prohibiting sale of misbranded or adulterated cosmetics and establishing regulations for sale of eggs.

New Bill Proposed

A bill has been introduced by Rep. Somers of New York which proposes "To fix standards of dimension and capacity for metal containers for canned fruits, vegetables and for canned milk in order to prevent fraud and deception in containers used in the sale and distribution of these products. The bill would fix the sizes and dimensions of the 14 most generally used cans and would make it unlawful to use other sizes for domestic packaging and distribution of the listed commodities. A fine of not over $500 and subjection to seizure and condemnation proceedings would be the punishment for violation. Some leeway would be allowed to the Secretary of Agriculture to extend the list of legal containers for products which cannot be properly packed in the prescribed sizes. The bill is now before the Committee on Coinage, Weights and Measures.

Interstate Trade Barriers Conference

A National Conference on Interstate Trade Barriers has been called by The Council of State Governments, to be held in Chicago, April 5, 6 and 7, in an effort to halt the erection of "tariff barriers among the several States." Information on the proceedings of this Conference may be obtained from Frank Bane, executive director of the Council, at Washington.

PLASTICS FOR PERFUMERS

(Continued from page 62)

An equally novel though utterly different application of plastics is found in the new package for Roger & Gallet cologne. Here a bottle, similar in shape to the old fashioned, portly demijohn, has been specially molded of glass and is equipped with interrupted thread moldings which are screwed into a molded urea base which suggests the wicker basket traditionally used with such demijohns. An ivory molded closure matches the tone of the plastic base and, to complete the simulation, a label denoting the contents is suspended from the bottle's neck by a small chain, the label itself being a small metal stamp. The "basket" with its rough "wicker" surface not only adds to the distinctiveness of the design, but serves to protect the bottle and provides a secure grip for even the larger sized containers.

Credit: Roger & Gallet container: Molding material, Plaskon, supplied by Plaskon Co. Inc. Molded by Armstrong Cork Co.

THE GARDEN SUPPLY INDUSTRY

(Continued from page 38)

which makes every effort to assure safety only to end up with an expensive unit with doubtful claims to protection. This item is packaged in a glass jar which is, in turn, placed in a tin can. It is reasonable to assume that this was done for the purpose of product protection, but the protection to be gained is doubtful and the expense involved obvious.

There are, however, many better planned packages utilized for the merchandising of insecticides. A fibre can, filled through the bottom and with a sifter top is an easily used and sturdy container adopted by a number of producers. Another type of fibre can which provides the consumer with facility of use is the Stanco Garden Flit container. The package, in itself, is a sprayer, the consumer merely breaking a perforation around the body of the can so that the outer hood can be worked back and forth to cause the mixture to gush forth in a spray.

Garden Hose and Hose Accessories

It is gratifying to note that garden hose manufacturers have discovered the advantages of packaging. Commented upon in an earlier issue of Modern Packaging, the container utilized by U. S. Rubber Products, Inc. merits mention, once again, as an outstanding packaging job typical of a number of new ones in this field of heretofore unpackaged products. Decorative treatment is planned to give instant recognition value for the product and construction provides the consumer with a package which may be easily carried and re-used, a center hole in the

Why Limit the COLOR of your container?

FIRST IN Hycoloid CELLUPLASTICS



Color is half the eye appeal; and color is only *one* of the limitations when you don't use Hycoloid. You get more of the important packaging features in Hycoloid containers than in any other *type* of containers available. You can get *all* colors in streamlined, featherweight—labeled in process of manufacture—

unbreakable

Hycoloid

made in

Red—Orange—Yellow—Blue
—Green—Purple—Amber—
Gray—White or ANY color...

ASK FOR SAMPLES

HYGIENIC TUBE & CONTAINER CO.

46 Avenue L, Newark, N. J.

corrugated container serving as a hand grip. Similarly, the Goodrich Co. utilizes a two-piece corrugated container of octagonal shape with a square center hole for carrying purposes. This package was an All-America prize winner several years ago.

Hose accessory packaging, however, presents a different picture. Here the trend has been to pack a given number of couplings, nozzles, washers, etc., in cartons which serve as both shipping unit and display container.

In many cases, the heavy products are simply and sloppily packed in a carton with hardly the semblance of partitions to provide sturdy reenforcement. The result is a battered and broken package by the time the unit reaches the dealer. Little wonder that prime display space is not readily given to such packages. Taken out of the container, for merchandising, the products lose all advertising promotion and the manufacturer stands sponsor to a "loss leader." Decorative treatment for many of these packages equals—if that word might apply to mutual lack of excellence—the constructional weaknesses. Products sold in them, sell in spite of the display rather than because of it.

The Carter Products Co. exhibits a more enlightened attitude, protecting itself against the possibility of their hose nozzles being taken out of the display-shipping container. Each nozzle is provided with a card which is attached to the product by string. Thus product identification is assured. Another hose coupling package utilizes a card, packed in each container, which is supplied with die-cut holes of a size and shape to accommodate two couplings, one offering a side view and the other a front view.

Tools and Implements

Securing display space for tools and implements in the garden equipment sections of department stores, hardware stores or in garden supply houses is "nice work if you can get it." That seems to be the opinion of many manufacturers. Some have tried to get it, others seem to have been overcome with the necessary effort and have stopped trying.

It must be remembered, however, that packaging of tools and implements cannot be considered by the same measures as apply to the packaging of seeds and fertilizers. The latter products, because of their very nature, demand a package of some sort whereas tools, especially the larger types such as rakes, hoes, shovels, etc., are of a type which do not naturally take to a package. The usual procedure is to bind the rake head, shovel, or whatever the tool may be, in brown wrapping paper with product identity maintained by means of a small label on the handle of the tool. Such a unit cannot, of course, be very well displayed in the store and to identify the hundreds of different rakes, hoes, shovels, etc., in the jobber's lofts is indeed a task.

However, that these products can be displayed, in a way to build up "line" prestige, is proved by the units being utilized by the American Fork & Hoe Co. This company has adopted a sturdy metal holder, which screws onto the wall, detachable hooks providing the means for hanging eleven or more tools. Colorfully lithographed with the product name, the display permits the dealer to make a neat and attractive presentation and likewise enables the consumer to readily see and identify the tools as a line. The unit is in some cases offered as a premium to consumers who purchase large quantities of tools. In such instances, the display holder can be screwed onto a wall in the garage for holding the tools in a readily accessible and (important to the manufacturer) readily visible position.

Another company receiving preferred display position in dealers' shops is The Stanley Works. This supplier sponsors compact shipping-display containers for the merchandising of sets of garden implements—trowel, spade, etc. A die-cut platform holds each of the tools in firm position and the attractive, colorful design commands attention. Sold as a unit, the consumer is able to use the container as a holder for the gardening tools, keeping them all together and at hand when wanted.

Makers of such specialties as grass shears generally seem to have the idea that the package is a necessary evil. In any case, design and construction often seem to show the results of hasty planning or just no planning at all. In undecorated cartons, the packages fail to identify the product and so the tools are generally taken out of the package by the dealer and sold on demand alone without benefit of advertising.

A shining light amid the conglomeration of undecorated containers is the display container utilized by Seymour Smith & Son, Inc. In planning the display advertising for two new products, Ezy-Cut and Clean-Clipper grass shears, the company first tackled the basic problem of packing and distributing so that the products could be re-shipped by the jobber to his retailer customers without opening and re-packing. In the case of the Ezy-Cut shear, six pairs are packed to a unit. Clean-Clippers are packed four to a unit. Merchandising cards and display boxes are designed to fit into the shipping container—with the result that each corrugated case compactly carries both merchandise and advertising directly through the jobber to the retailer with a minimum of handling time.

Each group of shears is supplied with two kinds of display pieces. Ezy-Cuts are shipped packed in individual display boxes which can be quickly transformed into a colorful, attractive counter merchandiser. Included in each shipping unit is also a small display card especially shaped to hold an actual pair of shears.

Clean-Clippers are attached to a novel display holder, instantly ready for store showing. In addition a separate display is utilized, designed to convince the consumer of the cutting properties of the shear—without the aid of the salesclerk. This device holds a pair of Clean-Clippers conveniently placed for the hand to grasp. Several strands of tough cord are secured to the card and the consumer is invited to make a cutting test.

The displays are small enough to fit on any available counter space yet their sales story is unusually complete. But even if the retailer chooses to pass up the displays, he finds each of the shears packed in a manner that per-

mits the shear to be displayed and advertised in a space no larger than would be required for the shear itself.

H. K. Porter, Inc., have adopted a sturdy container for the shipment of garden pruners which is instantly converted into a display. Instructions, plainly printed on the front panel of the carton, enables the dealer to convert the container into a counter display. Another unit utilized by this company is likewise of the shipping-display type. The lid of the set-up box is printed on three sides with the lettering upside down so that when the lid becomes the base of the display, the lettering assumes a natural and upright position for reading.

Flowers, Plants and Flower Bulbs

The selling of plants and flowers was once restricted almost entirely to nurserymen or to local gardeners or garden peddlers, who either took orders for stock or brought it for selection to the door of the consumer. Particularly in large cities and even in many suburban areas, this method of selling—literally a one-horse method—presented so many inconveniences that the more farsighted nurserymen have, for a number of years, been seeking ways of disposing of their products which would be more economical and which would expand the market for growing flowers, plants and flower bulbs.

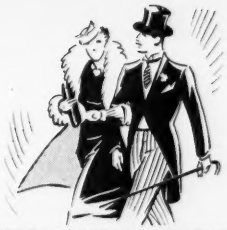
Some of them have devised methods of packaging to permit mail or express shipment. Such methods were designed to preserve the plant in good condition despite the hazards of shipment. It consisted principally in the development of special containers to hold the plant roots and the necessary earth and packing and to provide these with moisture and ventilation in the proper quantity.

The methods of packaging and merchandising rose bushes, shrubs and other stock has been given much thought in the past few years. Various methods are utilized. In some cases, the roots of the plants are packed in peat, some in moss and some in soil. The tops of the plants are, in some instances, treated with paraffin and sometimes no treatment is given. Some plants are handled by planting a part of the container with the roots and others by destroying the package and planting in the usual manner.

The Hewett P. Mulford Co. has reached high packaging levels with its ready-to-grow bulbs in cardboard containers of pleasing proportions, beautifully designed in color and easily handled by both dealer and consumer. One type of container is so planned as to permit a view of the already blooming flower through a transparent window, while the lower portion of the container becomes a jardiniere after the top is removed. Another is of a specially shaped window carton type, available in assorted color combinations and requiring only water to make the bulbs bloom into flowers. These units are complete in themselves, requiring no transplanting on the part of the consumer and, for the dealer, they provide colorful displays on the counter or in the window.

Displays

Seed specialty shops, hardware stores, department stores and other sales outlets for garden supplies are hard



AMONG THE BEST-DRESSED FAMILIES

. . . *Custom Tailored by* "U-S"

The WILBUR-SUCHARD Family doesn't wear a uniform; each member maintains its own individuality. But it's a well-dressed family, moving in the best circles.



For many years, the "U-S" Organization has tailored the costumes for this well-dressed family . . . You, too, can rely on "U-S" for custom-made package wraps which fit your products for the circles in which they move.

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pressed for display space and hence the chances are slim for getting a display placed in an advantageous position on the counter unless that display accomplishes some such definite purposes as: (1) to display and dispense, thus not only presenting the product attractively, but helping the dealer by affording convenience and storage, (2) to present a full line of products—grades, sizes, allied items, (3) to give a known product a background of new interest and usefulness or introduce an entirely new product by calling attention to unique features in a setting apart from similar products on a counter.

Those display units that accomplish one or more of the three points mentioned have tended to receive preferred position in the garden supply departments. Metal floor units for the presentation of a complete line of seed packets offer dealers a display merchandiser which enables the consumer to help himself and which keeps hundreds of packets of seeds out on open display to cut down stock-handling headaches.

The corrugated floor stand for the merchandising of Hoffman fertilizers is an example of the type of display which may well find the dealer receptive to giving over valuable floor space. It holds a substantial number of packages and it tells a quick story about the product, thus saving the salesclerk the time and effort of explaining. Units such as these display and dispense and thus serve a dual function for the benefit of both the dealer and the consumer.

An instance of the presentation of a new product in a manner that introduces unique features is that display utilized for the introduction of Plantet, a product used for the soilless growth of plants. The counter display incorporates an actual package of Plantet as an integral part of its design and the display panel tells, at a glance, by means of drawings how the product is to be used and what it will accomplish. The counter unit used to present Sacco Plant Food is another example of attractive and graphic presentation for a known product.

Any discussion of display in the garden supply and accessory field must necessarily be a short one—for relatively few displays are used. The fault here cannot be laid entirely at the feet of the supplier. Many stores—and particularly the best and most progressive stores—seem to prefer to create their own displays, assembling large groups of related items for both window and interior display purposes.

While this tendency formerly existed to as great an extent in the drug and food fields, it was very gradually overcome with the development of improved and more effective displays by suppliers. To a limited degree, the same tendency might be expected to evidence itself in the field under discussion now over the next ten or fifteen years.

Individual manufacturers have proved that it is possible to overcome this reluctance to use displays and have thus paved the way for others to experiment. Those who do not, however, wish to buck this trend might profitably consider their packages as units in dealer created mass displays. Any such consideration would, of course, necessitate the redesign of a very substantial portion of those packages now on the market. It would require the adaptation of many of the devices of package design which have proved so successful in other fields—devices such as the choice of eye-appealing color schemes related to the nature of the product within the package, devices such as direct color photography, type simplification, the panelling of packages to permit the formation of one large display picture by the juxtaposition of a group of packages, etc.

Suppliers and manufacturers in this field are, of course, confronted by numerous difficult problems, many of which have been treated upon in the foregoing survey. Yet it is important to note, in conclusion, that there is not one of these problems that does not parallel similar problems experienced and overcome in the food, drug, textile and hardware fields. Without going far back into packaging history, gardening suppliers might be referred to the experience which hardware manufacturers had within the last two years in tackling identical problems and in hundreds of instances in licking these problems to the mutual benefit of manufacturers, jobbers, dealers and consumers.

Acknowledgment is made to the Masback Hardware Co. and to the Stumpp & Walter Co. for their cooperation in the preparation of this article.

LET'S LOOK AT STATIONERY

(Continued from page 45)

green and vivid blue. Their "Shadoedge" is illustrated here and takes its name from the shadoedge deckle paper packaged within.

George B. Hurd & Co., Inc., uses this system also. "Fashion Notes" is a number closely allied through its colors to the new spring fashions for women.

Embossed pyroxylin coated paper in light shades make up the lids in another Hurd specialty, the bases of which are black and glazed. The tops are in such colors as coral, light blue and sea green.

Attention is centered on title and bordered design in some of the models advanced by White & Wyckoff. In their "Continental" series, borders in various colored foils blend in with the major box cover. One illustrated here is in chestnut brown and is allied with a dark green foil. Box wrap and paper filler are the same and match in color. All bases have extension bottoms and are edged in the same colored foil as the border. The crown motif is hot-pressed and stamped in white against a background of the same colored foil. On their Newport number, the border is placed across the bottom only. The dark bands are printed in colors and title "Newport" die-stamped in white. Here also box wrap and stationery are matched. In their Ascot range, a type of lettering has been used which suggests dignity and simplicity of design. The boxes are made up in bright spring colors. The box lids have been padded to give a dome effect.

Credit: Puritan Stationery Co. line—Box paper by Louis Dejonge & Co. Designed by Lillian Chestney. Arthur E. Wilson Co. line—Foil, floss and flint papers supplied by the Hampden Glazed Paper & Card Co. Beckhard Co. line—Kork products, Kork Craft Products, Inc. Glazed papers in childrens' boxes, Hampden Glazed Paper & Card Co. Marcus Ward & Co. line—Flint enamel paper on bases of "Shadoedge" number, Hampden Glazed Paper & Card Co. George B. Hurd line—Pyroxylin coated paper by Hazen Paper Co. Glazed bases by Hughes & Hoffman. Box wraps and matching stationery for Fashion Notes by Strathmore Paper Co.

THE ALL-AMERICA PRESENTATION DINNER

(Continued from page 41)

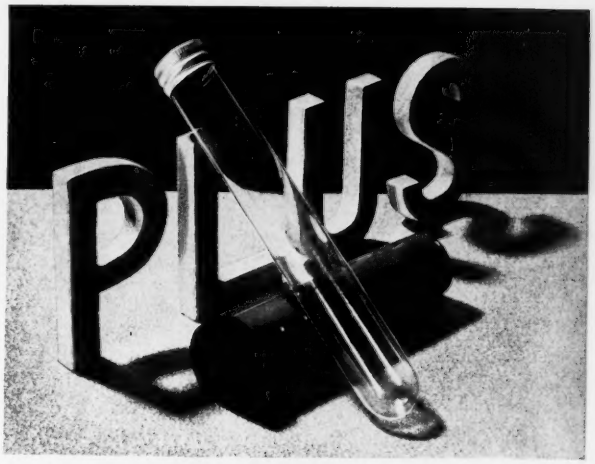
In his speech of welcome, Mr. Breskin reviewed the objectives and accomplishments of the annual All-America Competition. He said, "There are two questions which many of you have asked me and members of the staff of Modern Packaging about the All-America Package Competition. Because these same questions might have occurred to others from time to time, I should like to take this opportunity to answer them as clearly and directly as I can.

"One question which you frequently ask us is this, 'Why does Modern Packaging, on its own responsibility and initiative, sponsor this annual Competition and this annual dinner?' Let me assure you that it is not because of any *altruistic* motives on our part. Those of you who know me, I am sure, will agree that although I may have some slight virtues, altruism—if indeed it may be considered a virtue—is not among them. Nor is the enterprise which I represent what might be called an *eleemosynary* institution. I firmly believe that if business cannot be done at a profit, then it should not be done at all.

"But we also know that the prosperity of Modern Packaging magazine rises or falls with the packaging industries and thus we add, to our year-round promotion of packaging progress this activity of ours—this Competition, culminating at this dinner at which we present our awards, awards which serve as a measure of achievement and as a symbol of that goal to which increasing thousands of packagers are striving.

"The purpose of the dinner is to help the individuals in this industry to secure a comprehensive birdseye view of packaging. It is only with such a picture before us that we can most effectively exert efforts to help the packaging industry develop.

"Each of us is simply promoting his own interest, because better packaging should inevitably bring lower distribution costs and lead us to bigger profits and this is important in a period like the present when only about one-third of the American corporations are at present operating at a profit.



LUSTEROID
GIVES *PLUS*
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LUSTEROID rigid cellulose tubes and vials add selling punch to your products! LUSTEROID comes in a variety of brilliant colors: transparent to display your product, opaque to enhance it.

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LUSTEROID CONTAINER CO., INC.
Formerly Lusteroid Division of Sillcocks-Miller Company
SOUTH ORANGE NEW JERSEY

"The second question which you often ask is this, 'Why does Modern Packaging magazine produce each year a motion picture showing the progress of the packaging industry?'

"Tonight, I want to answer this question also, in the simplest and clearest language at my command. As I said before, altruism is not connected with it in any sense whatsoever. We produce these pictures because they do an important *public relations* job for the packaging industry—a job which we believe cannot be accomplished so effectively in any other way. It is a necessary part of our work—for all of us in the packaging industry—to keep selling not only manufacturers, wholesalers, and retailers, but the consuming public as well, on the benefits to be derived from good packaging.

"The social and economic trends which have swept over the nation in the last several years have all tended to emphasize the importance of the *consumer*. Progressive businesses have long realized that they must look at both their products and their policies from the point of view of the customer. But it is only within recent years that a kind of holy war has been waged for the customer—whether he be the customer of a bank, a railroad, a utility company or a mere buyer of foods and drugs.

"Twenty-five years ago *'caveat emptor'* was the rule of the marketplace. Today standards of quality and integrity of manufactured goods are doubly policed—through national advertising and codes of fair practice—voluntarily observed but also *enforced by the Federal Trade Commission*. 'Service to the customer' and 'The customer is always right' are more than mere slogans—they are the basic rules in a new morality practiced by industry.

"We, in the packaging industry, stand in the front line of this activity because we provide the first point of contact between the consumer and the producer. The importance of our work is, therefore, of immense value to the public relationships of industry today.

"The purpose of the motion picture, therefore, is to sell the manufacturer, the wholesaler, the retailer—and more especially the consumer—on the advantages of good packaging. It encourages the buyer to call for and, in fact, to demand the product which is well packaged."

BETTER PRODUCT—BETTER PACKAGE

(Continued from page 47)

The solution was found in the use of a reel of chipboard tubing equipped with disks at either end and set into bearings inserted into the open topped, set-up base. These bearings are cut in such a manner as to permit the reel to be inserted in one position only, the flattened side of each disk necessarily fitting on the low side of the bearing. This was done to keep the reel in the package, should it fall or be pushed over. At the same time, this makes certain that the high side of the bearing remains on the side that the tubing is dispensed from.

While the new container was adopted principally because of the mechanical advantages it offered in dispensing the product, full advantage was taken of the opportunity of designing the container for better appearance. Explanatory information is placed on either end of the container and front and back are used to present the product name and legend in reverse lettering accompanied by size, number and descriptive designations.

CONTROLLING MOISTURE LOSSES

(Continued from page 42)

The container manufacturers report that the quality of asphalt is varied somewhat in accordance with other materials of construction, such as the glazed paper used in lining the container and the type of outer label. Thus the absence or presence of label varnish on a paper label affects the proportion of asphalt used in "asphalt impregnation." In cases where foil labels are contemplated, a side wall without any asphalt at all is generally recommended.

The side walls of the Desert Gold package are wound on a spiral tube winder and the label is applied in gangs of six. The tube is subsequently cut into six can bodies and the tops and bottoms then seamed on. The container is thus ready for filling and closure with tin plugs.

Credit: Container developed by Gates Paper Co., Ltd., and designed by Leonard Arthur Wheeler.

DUAL USE WINS THE DEALER

(Continued from page 71)

by presenting detailed and easily understood information for the identification of counterfeit bills.

Permission for the publication of this information has been granted to the display producers by the U. S. Secret Service and all copy had to receive their okey before such permission was granted. The information includes a list of identifying features of all denominations of paper currency, picturized illustrations of identification points for counterfeit United States notes, silver certificates and Federal Reserve notes, lists of the most common defects of counterfeits in each category, instructions on procedure when counterfeits are passed and a listing of all Secret Service officers.

Dealer cooperation, it is reported, has led General Electric to substantially expand their original orders for the unit. Other firms, in selected, non-competitive lines, are likewise reported planning early introduction of similar displays utilizing the same information.

Credit: Displays designed and created by Display-Rite Division, Diamond Press, Inc. Adhesive attachment material by Van Cleef Bros.

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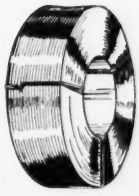
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Voted one of the three outstanding folding cartons of the year, Weston's Gift Assortment has proven to be a sales winner. Created by Michigan Carton Co. designers for the holiday market, this package was an immediate success.

SLANT-SIDE is a new packaging idea. The smartness and novelty of this unique folding carton attracts immediate attention. Its slant-sides lend themselves easily to attractive eye-appealing designs.

SLANT-SIDE is sturdy. It cushions the product within concealed vertical walls. In spite of its novel construction, it is easily and quickly assembled. This package is an exclusive Michigan Carton development.

SLANT-SIDE is not a panacea for all packaging problems, but where eye-appeal is of primary importance, it will get results. It is equally effective in rectangular, octagonal and hexagonal shapes. We invite you to write regarding your requirements. Samples and complete information will be promptly sent to you.

MICHIGAN CARTON CO.

BATTLE CREEK, MICHIGAN

IF IT'S A MICHIGAN CARTON IT'S RIGHT



FINDERS · KEEPERS!"





"Finders, keepers" is one rule of the playground that also holds true in the retail store. Merchants know from experience that *seeing* a product often creates a desire to *own* it. Monsanto Vue-Pak, transparent packaging material, offers this advantage of *visibility* for products in sturdy transparent boxes that protect against damage by shopwear and handling.

Among products which have gained added customer attention in Vue-Pak is the line of electric heating pads produced by the Knapp-Monarch Company. In Vue-Pak, as illustrated here, this product is winning enthusiastic jobber and dealer support and is gaining in sales. The package also serves as a permanent container for re-use in the home.

There is a weight of Vue-Pak for practically every packaging purpose. Vue-Pak may be fabricated by conventional methods into complete transparent containers or into packages in which Vue-Pak is combined with other materials.

Full information on Vue-Pak and names of package fabricators will be supplied promptly on request. Monsanto Chemical Company, Plastics Division, Springfield, Massachusetts. District Offices: New York, Chicago, Detroit, Saint Louis, Los Angeles, Montreal.

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